On page 48, line 14, delete "oleocetylhydroxyethylammonium" and replace with --oleocetyldimethylhydroxyethylammonium--.

On page 49, line 9, in formula (VII), change "$_2$ X^-" to --2 X^---.

IN THE CLAIMS:

Please cancel claims 1 and 9-31 without prejudice or disclaimer, amend claims 2-8, and add new claims 32-77 as follows:

In claim 2, lines 1-2, delete "Composition according to claim 1, characterized in that" and replace with --A composition according to claim 32, wherein--.

on page 80, line 2, after "(I51);" delete "and";

on page 80, line 4, after "(I53);" insert --and--;

on page 80, line 6, delete ";" and insert a period after "(I54)".

3. (Amended) A composition [Composition] according to Claim 2, [characterized in that] wherein the cationic direct dyes are chosen from the compounds having [correspond to the] structures (I1), (I2), (I14), and (I31).

In claim 4, lines 1-2, delete "Composition according to claim 1, characterized in that" and replace with --A composition according to claim 32, wherein--.

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In claim 5, lines 1-2, delete "Composition according to claim 1, characterized in that" and replace with --A composition according to claim 32, wherein--.

a5

6. (Amended) A composition [Composition] according to Claim 5, [characterized in that] wherein the cationic direct dyes of formula (III) are chosen from the compounds [corresponding to the] having structures (III4), (III5) and (III13).

a6

In claim 7, lines 1-2, delete "Composition according to claim 1, characterized in that" and replace with --A composition according to claim 32, wherein--.

a7

In claim 8, lines 1-2, delete "Composition according to claim 1, characterized in that" and replace with --A composition according to claim 32, wherein--.

a8

on page 104, line 1, after "$(IV)_{76}$", insert --; and--.

on page 104, line 2, insert a period after "$(IV)_{77}$".

Please add new claims 32 to 77 as follows:

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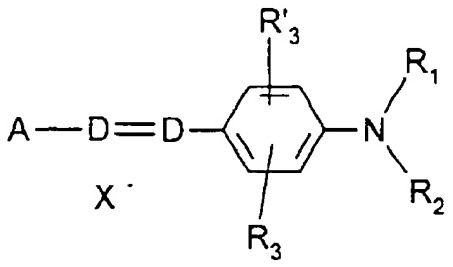
--32. A composition for dyeing keratinous fibers comprising, in a medium suitable for dyeing,

(i) at least one cationic direct dye chosen from:

a) cationic direct dyes of formula (I):



(I)

in which:

D is a nitrogen atom or a -CH group,

R_1 and R_2, which are identical or different, are chosen from a hydrogen atom; a C_1-C_4 alkyl radical which is unsubstituted or substituted with a -CN, -OH or $-NH_2$ radical or form with each other or a carbon atom of the benzene ring a heterocycle optionally containing at least one of oxygen and nitrogen and which is unsubstituted or substituted with at least one C_1-C_4 alkyl radical; and a 4'-aminophenyl radical,

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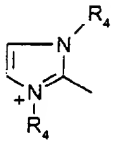
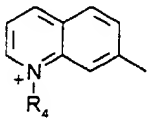
R_3 and R'_3, which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a cyano radical; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and an acetyloxy radical,

X^- is an anion,

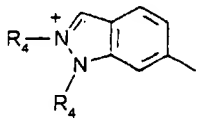
A is a group chosen from the following structures A_1 to A_{19}:



A_1



A_2



A_3

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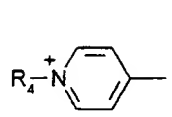
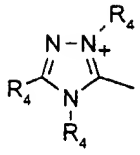
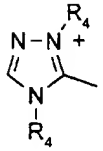
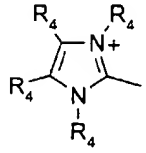
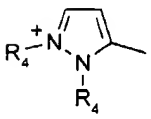
a9 cont'd

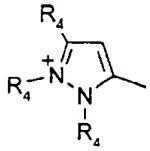

A_4

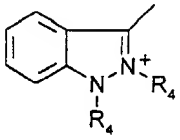

A_5

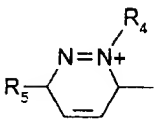

A_6

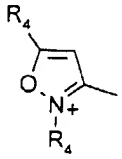

A_7

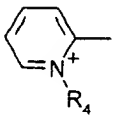

A_8

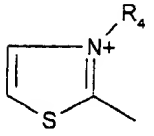

A_9

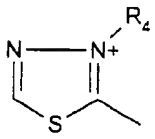

A_{10}

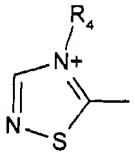

A_{11}

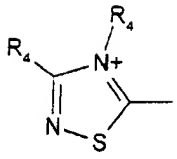

A_{12}

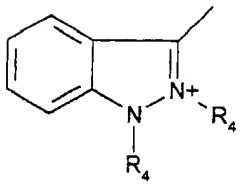

A_{13}


A_{14}


A_{15}


A_{16}


A_{17}


A_{18}

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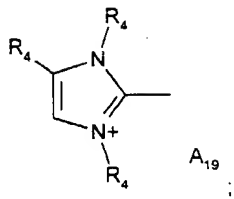
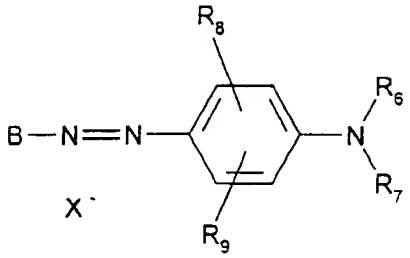
and



in which R_4 is a C_1-C_4 alkyl radical which is unsubstituted or substituted with a hydroxyl radical and R_5 is a C_1-C_4 alkoxy radical,

with the proviso that when D represents -CH, A is A_4 or A_{13} and R_3 is different from an alkoxy radical, then R_1 and R_2 are not simultaneously hydrogen atoms;

b) cationic direct dyes of formula (II):



(II)

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a9 cont

in which:

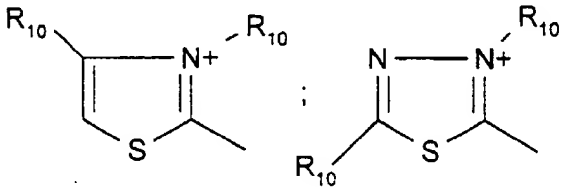
R_6 is a hydrogen atom or a C_1-C_4 alkyl radical,

R_7 is chosen from a hydrogen atom; an alkyl radical which is unsubstituted or substituted with a -CN radical or with an amino group; and a 4'-aminophenyl radical, or forms with R_6 a heterocycle optionally containing at least one of oxygen and nitrogen and which is unsubstituted or substituted with a C_1-C_4 alkyl radical,

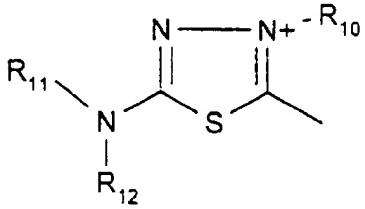
R_8 and R_9 , which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from bromine, chlorine, fluorine, and iodine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and a -CN radical,

X^- is an anion,

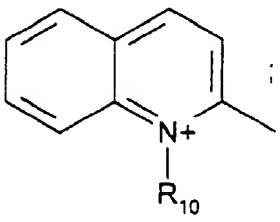
B represents a group chosen from the following structures B1 to B6:



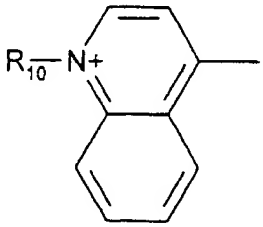
B1 B2



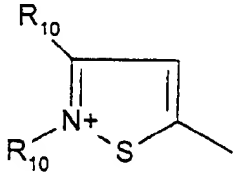
B3



B4



and



B5 B6

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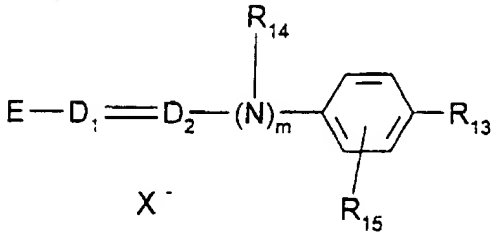
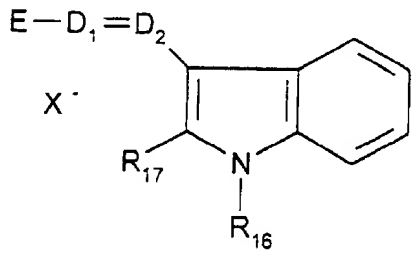
in which R_{10} is a C_1-C_4 alkyl radical, R_{11} and R_{12}, which are identical or different, are a hydrogen atom or a C_1-C_4 alkyl radical;

c) cationic direct dyes of the following formula (III) and formula (III'):



(III)



(III')

in which:

R_{13} is chosen from a hydrogen atom, a C_1-C_4 alkoxy radical, a halogen atom chosen from bromine, chlorine, fluorine, and iodine; and an amino radical,

R_{14} is a hydrogen atom, a C_1-C_4 alkyl radical or forms with a carbon atom of the benzene ring a heterocycle which is optionally oxygen-containing and is unsubstituted or substituted with at least one C_1-C_4 alkyl group,

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R_{15} is a hydrogen or halogen atom chosen from bromine, chlorine, fluorine, and iodine,

R_{16} and R_{17}, which are identical or different, are a hydrogen atom or a C_1-C_4 alkyl radical,

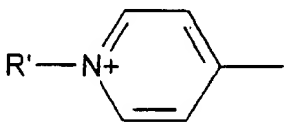
D_1 and D_2, which are identical or different, are a nitrogen atom or a -CH group,

m = 0 or 1,

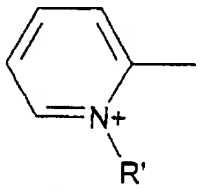
with the proviso that when R_{13} is an unsubstituted amino group, then D_1 and D_2 simultaneously are -CH groups and m = 0,

X^- is an anion,

E is a group chosen from the following structures E1 to E8:



E1 ;



E2 ;

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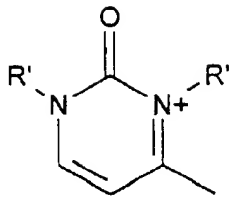
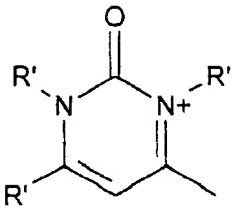
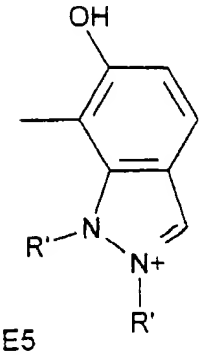
a9 cont



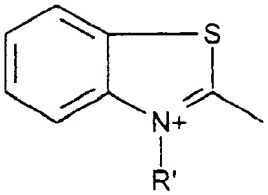
E3 ;



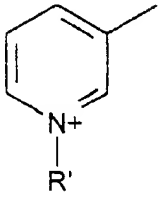
E4 ;



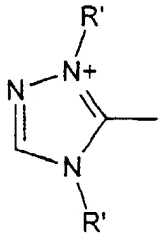
E5 ;



E6 ;



E7 and



E8 ;

in which R' is a C_1-C_4 alkyl radical;

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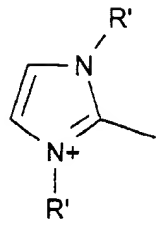
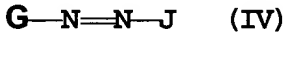
when m = 0 and D_1 is a nitrogen atom, then E may also be a group having the following structure E9:

a9 cont

E9 

in which R' is a C_1-C_4 alkyl radical, and

d) cationic direct dyes of formula (IV):



(IV)

in which:

the symbol G is a group chosen from the following structures G_1 to G_3:

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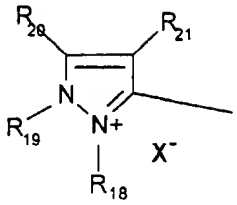
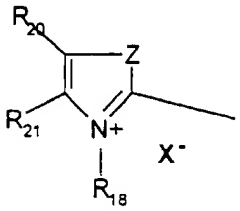
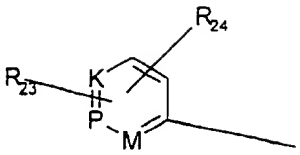
a9 cont



G_1



G_2



G_3

in which structures G_1 to G_3,

R_{18} is chosen from a C_1-C_4 alkyl radical; a phenyl radical which is unsubstituted or substituted with a C_1-C_4 alkyl radical or with a halogen atom chosen from chlorine, bromine, iodine and fluorine;

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R_{19} is a C_1-C_4 alkyl radical or a phenyl radical;

R_{20} and R_{21}, which are identical or different, are chosen from a C_1-C_4 alkyl radical and a phenyl radical, or form together in G_1 a benzene ring which is substituted with at least one radical chosen from C_1-C_4 alkyl, C_1-C_4 alkoxy and NO_2 radicals, or form together in G_2 a benzene ring which is optionally substituted with at least one radical chosen from C_1-C_4 alkyl, C_1-C_4 alkoxy and NO_2 radicals;

R_{20} may also be a hydrogen atom;

Z is an oxygen or sulphur atom or an $-NR_{19}$ group;

M is a group chosen from -CH; -CR wherein R is C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$;

K is a group chosen from -CH; -CR wherein R is C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$;

P is a group chosen from -CH; -CR wherein R denotes C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$ where r is zero or 1;

R_{22} is chosen from an O^- atom, a C_1-C_4 alkoxy radical and a C_1-C_4 alkyl radical;

R_{23} and R_{24}, which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and an $-NO_2$ radical;

X^- is an anion;

wherein J is chosen from:

-(a) a group having the following structure J_1:

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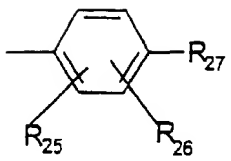

J_1

in which structure J_1,

R_{25} is chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and a radical chosen from -OH, $-NO_2$, $-NHR_{28}$, $-NR_{29}R_{30}$, and $-NHCO(C_1$-C_4alkyl), or forms with R_{26} a 5- or 6-membered ring optionally containing at least one heteroatom chosen from nitrogen, oxygen and sulphur;

R_{26} is chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; and a C_1-C_4 alkoxy radical, or forms with R_{27} or R_{28} a 5- or 6-membered ring optionally containing at least one heteroatom chosen from nitrogen, oxygen or sulphur;

R_{27} is chosen from a hydrogen atom, an -OH radical, an $-NHR_{28}$ radical, and an $-NR_{29}R_{30}$ radical;

R_{28} is chosen from a hydrogen atom, a C_1-C_4 alkyl radical, a C_1-C_4 monohydroxyalkyl radical, a C_2-C_4 polyhydroxyalkyl radical, and a phenyl radical;

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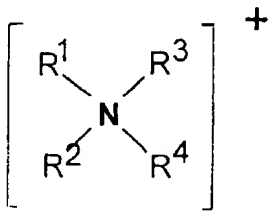
R_{29} and R_{30}, which are identical or different, are chosen from a C_1-C_4 alkyl radical, a C_1-C_4 monohydroxyalkyl radical, and a C_2-C_4 polyhydroxyalkyl radical; and

-(b) a 5- or 6- membered nitrogen-containing heterocycle group which optionally contains additional heteroatoms, carbonyl-containing groups, or a mixture of additional heteroatoms and carbonyl-containing groups and which is unsubstituted or substituted with at least one radical chosen from C_1-C_4 alkyl, amino and phenyl radicals, and

(ii) at least one quaternary ammonium salt chosen from:

(ii)$_1$ - quaternary ammonium salts of the following formula (V):



(V)

in which

the radicals R^1 R^2, R^3, and R^4, which are identical or different, are chosen from a saturated or unsaturated, linear or branched, aliphatic hydrocarbon radical comprising 1 to 30 carbon atoms; and a radical chosen from alkoxy, alkoxycarbonylalkyl, polyoxyalkylene, alkylamido, alkylamidoalkyl, hydroxyalkyl,

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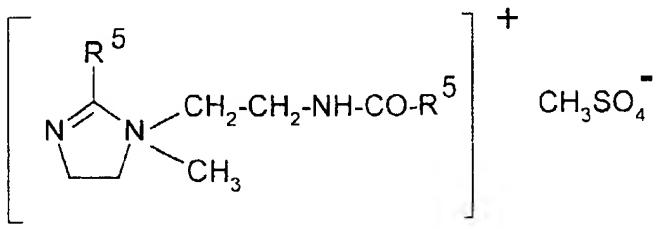
aromatic, aryl and alkylaryl radicals comprising 12 to 30 carbon atoms, wherein at least one radical among R^1, R^2, R^3 and R^4 is a radical comprising 8 to 30 carbon atoms;

X^- is an anion chosen from halides, phosphates, acetates, lactates and alkyl sulphates;

(ii)$_2$ - imidazolium salts of the following formula (VI):



(VI)

in which

R^5 is chosen from alkenyl radicals and alkyl radicals, said alkenyl radicals and alkyl radicals comprising 13 to 31 carbon atoms and being derived from tallow fatty acids;

(ii)$_3$ - quaternary diammonium salts of the following formula (VII):

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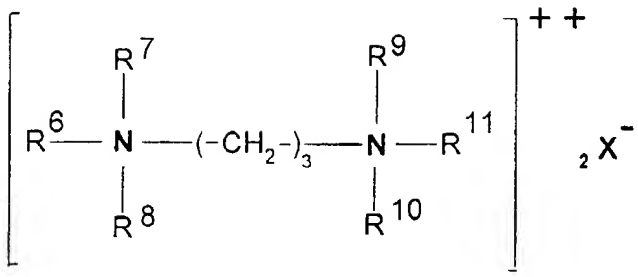

(VII)

in which

R^6 is an aliphatic radical comprising 16 to 30 carbon atoms,

R^7, R^8, R^9, R^{10} and R^{11} are chosen from hydrogen or an alkyl radical comprising 1 to 4 carbon atoms, and X^- is an anion chosen from halides, acetates, phosphates and sulphates.

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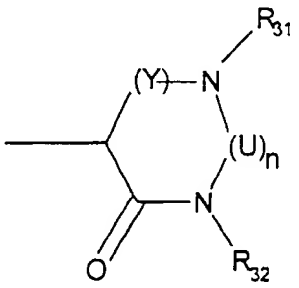
33. A composition according to Claim 32, wherein in the definition of said at least one cationic direct dye of formulas (I), (II), (III), and (III'), X- is chosen from chloride, methylsulphate, and acetate.

34. A composition according to claim 32, wherein in the definition of said cationic direct dyes of formula (IV), in G_1 and G_2, X^- is chosen from chloride, iodide, methylsulphate, ethylsulphate, acetate and perchlorate.

35. A composition according to Claim 32, wherein in the definition of said cationic direct dyes of formula (IV), the 5- or 6- membered nitrogen containing heterocycle group of J is chosen from groups having the structure J_2 below:



J_2

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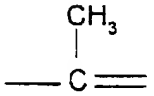
in which structure J_2,

R_{31} and R_{32}, which are identical or different, are chosen from a hydrogen atom, a C_1-C_4 alkyl radical, and a phenyl radical;

Y is a -CO- radical or the radical  ; and

n = 0 or 1, wherein when n is 1, U is a -CO- radical.

36. A composition according to Claim 32, wherein said at least one cationic direct dye is present in an amount ranging from 0.001 to 10% by weight of the total weight of the composition.

37. A composition according to Claim 36, wherein said at least one cationic direct dye is present in an amount ranging from 0.005 to 5% by weight of the total weight of the composition.

38. A composition according to Claim 32, wherein the quaternary ammonium salt of formula (V) is a dialkyldimethylammonium or alkyltrimethylammonium salt in which the alkyl radical comprises 12 to 22 carbon atoms.

39. A composition according to Claim 38, wherein the quaternary ammonium salt of formula (V) is distearyldimethylammonium chloride, cetyltrimethylammonium chloride, or behenyltrimethylammonium chloride.

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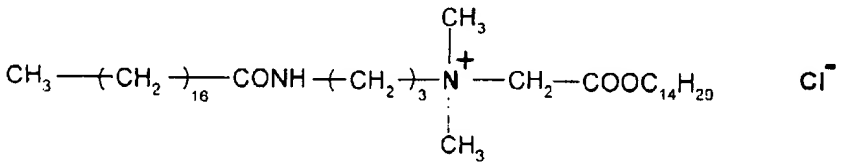
40. A composition according to Claim 32, wherein the quaternary ammonium salt of formula (V) is a di(C_1-C_2 alkyl)(C_{12}-C_{22}alkyl)hydroxy(C_1-C_2alkyl)ammonium salt.

41. A composition according to Claim 40, wherein the quaternary ammonium salt of formula (V) is oleocetyldimethylhydroxyethylammonium chloride.

42. A composition according to Claim 32, wherein the quaternary ammonium salt of formula (V) is stearamidopropyldimethyl (myristyl acetate) ammonium chloride of formula:



43. A composition according to Claim 32, wherein said at least one quaternary ammonium salt is present in an amount ranging from 0.01 to 10% by weight of the total weight of the composition.

44. A composition according to Claim 43, wherein said at least one quaternary ammonium salt is present in an amount ranging from 0.05 to 5% by weight of the total weight of the composition.

45. A composition according to Claim 32, wherein said medium suitable for dyeing comprises water or a mixture of water and at least one organic solvent.

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46. A composition according to Claim 32, wherein the composition has a pH ranging from 2 to 11.

47. A composition according to Claim 46, wherein the pH ranges from 5 to 10.

48. A composition according to Claim 32, further comprising at least one oxidation base chosen from para-phenylenediamines, bis-phenylalkylenediamines, para-aminophenols, ortho-aminophenols and heterocyclic bases.

49. A composition according to Claim 48, wherein said at least one oxidation base is present in an amount ranging from 0.0005 to 12% by weight of the total weight of the composition.

50. A composition according to Claim 49, wherein said at least one oxidation base is present in an amount ranging from 0.005 to 6% by weight of the total weight of the composition.

51. A composition according to Claim 48, further comprising at least one coupler chosen from meta-phenylenediamines, meta-aminophenols, meta-diphenols and heterocyclic couplers.

52. A composition according to Claim 51, wherein said at least one coupler is present in an amount ranging from 0.0001 to 10% by weight of the total weight of the composition.

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53. A composition according to Claim 52, wherein said at least one coupler is present in an amount ranging from 0.005 to 5% by weight of the total weight of the composition.

54. A composition according to Claim 32, wherein the composition further comprises at least one oxidizing agent.

55. A composition according to Claim 54, wherein said at least one oxidizing agent is chosen from peroxides, alkali metal bromates, persalts, and enzymes.

56. A composition according to Claim 55, wherein said peroxides are chosen from hydrogen peroxide and urea peroxide.

57. A composition according to Claim 55, wherein said persalts are chosen from perborates and persulphates.

58. A composition according to Claim 55, wherein said enzymes are chosen from peroxidases, laccases, and two-electron oxidoreductases.

59. A composition according to Claim 32, wherein said keratinous fibers are human keratinous fibers.

60. A composition according to Claim 59, wherein said human keratinous fibers are hair.

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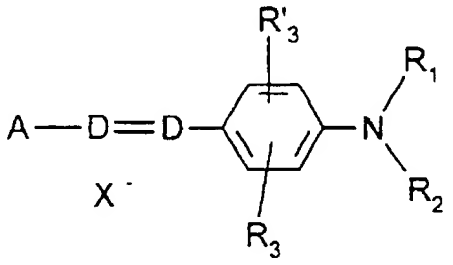
61. A method for dyeing keratinous fibers, comprising:

applying to said keratinous fibers for a time sufficient to develop a desired color, a composition comprising, in a medium suitable for dyeing,

(i) at least one cationic direct dye chosen from:

a) cationic direct dyes of formula (I):



(I)

in which:

D is a nitrogen atom or a -CH group,

R_1 and R_2, which are identical or different, are chosen from a hydrogen atom; a C_1-C_4 alkyl radical which is unsubstituted or substituted with a -CN, -OH or $-NH_2$ radical or form with each other or a carbon atom of the benzene ring a heterocycle optionally containing at least one of oxygen and nitrogen and which is unsubstituted or substituted with at least one C_1-C_4 alkyl radical; and a 4'-aminophenyl radical,

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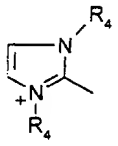
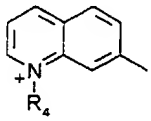
R_3 and R'_3, which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a cyano radical; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and an acetyloxy radical,

X^- is an anion,

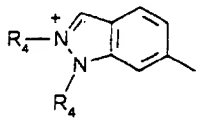
A is a group chosen from the following structures A_1 to A_{19}:



A_1 ;



A_2 ;



A_3 :

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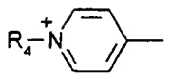
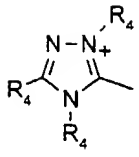
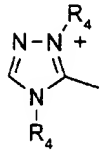
a9 cont



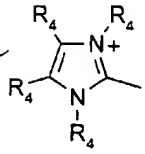
A_4



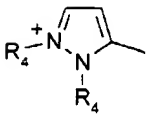
A_5



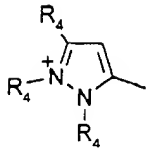
A_6



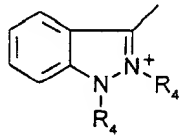
A_7



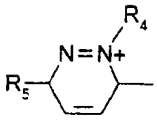
A_8



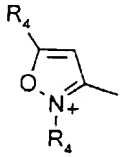
A_9



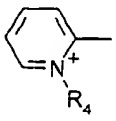
A_{10}



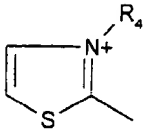
A_{11}



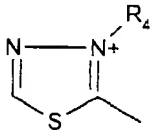
A_{12}



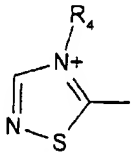
A_{13}



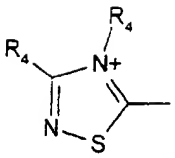
A_{14}



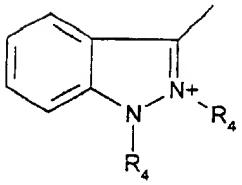
A_{15}



A_{16}



A_{17}



A_{18}

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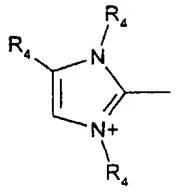
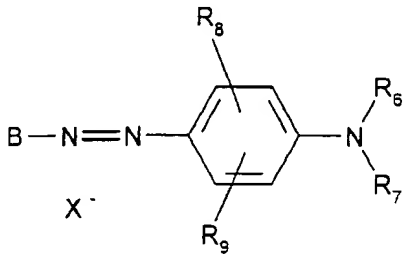


in which R_4 is a C_1-C_4 alkyl radical which is unsubstituted or substituted with a hydroxyl radical and R_5 is a C_1-C_4 alkoxy radical,

with the proviso that when D represents -CH, A is A_4 or A_{13} and R_3 is different from an alkoxy radical, then R_1 and R_2 are not simultaneously hydrogen atoms;

b) cationic direct dyes of formula (II):



(II)

in which:

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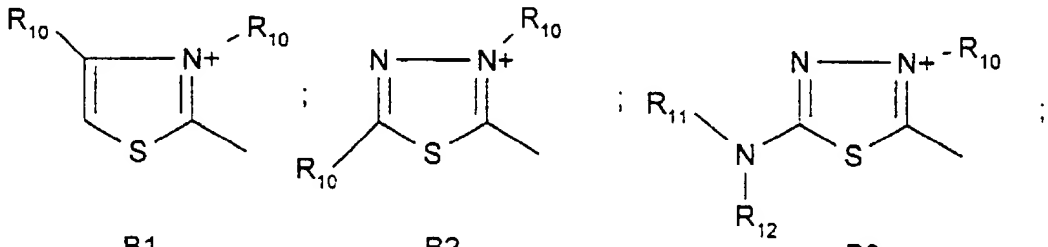
R_6 is a hydrogen atom or a C_1-C_4 alkyl radical,

R_7 is chosen from a hydrogen atom; an alkyl radical which is unsubstituted or substituted with a -CN radical or with an amino group; and a 4'-aminophenyl radical, or forms with R_6 a heterocycle optionally containing at least one of oxygen and nitrogen and which is unsubstituted or substituted with a C_1-C_4 alkyl radical,

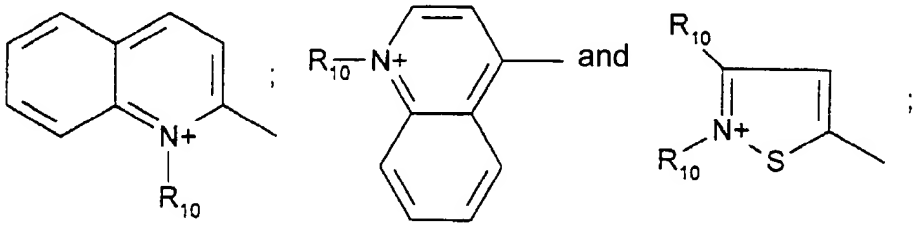
R_8 and R_9 , which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from bromine, chlorine, fluorine, and iodine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and a -CN radical,

X^- is an anion,

B represents a group chosen from the following structures B1 to B6:



B1 B2 B3



B4 B5 B6

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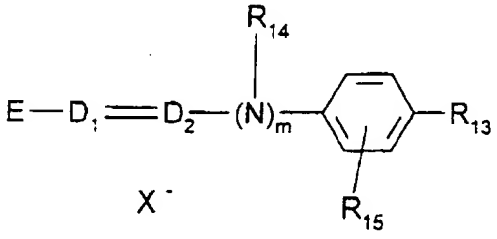
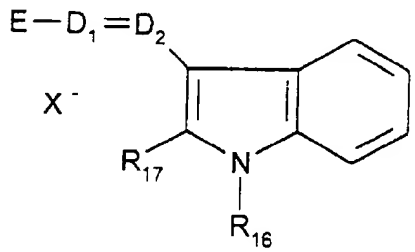
in which R_{10} is a C_1-C_4 alkyl radical, R_{11} and R_{12}, which are identical or different, are a hydrogen atom or a C_1-C_4 alkyl radical;

c) cationic direct dyes of the following formula (III) and formula (III'):



(III)



(III')

in which:

R_{13} is chosen from a hydrogen atom, a C_1-C_4 alkoxy radical, a halogen atom chosen from bromine, chlorine, fluorine, and iodine; and an amino radical,

R_{14} is a hydrogen atom, a C_1-C_4 alkyl radical or forms with a carbon atom of the benzene ring a heterocycle which is optionally oxygen-containing and is unsubstituted or substituted with at least one C_1-C_4 alkyl group,

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R_{15} is a hydrogen or halogen atom chosen from bromine, chlorine, fluorine, and iodine,

R_{16} and R_{17}, which are identical or different, are a hydrogen atom or a C_1-C_4 alkyl radical,

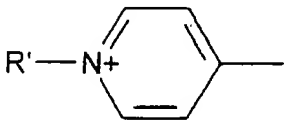
D_1 and D_2, which are identical or different, are a nitrogen atom or a -CH group,

m = 0 or 1,

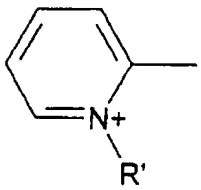
with the proviso that when R_{13} is an unsubstituted amino group, then D_1 and D_2 simultaneously are -CH groups and m = 0,

X^- is an anion,

E is a group chosen from the following structures E1 to E8:



E1 ;



E2 ;

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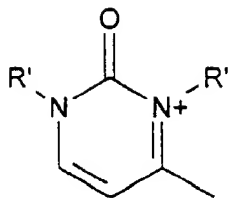
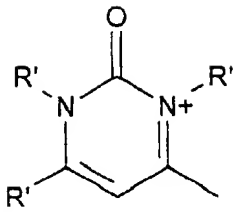
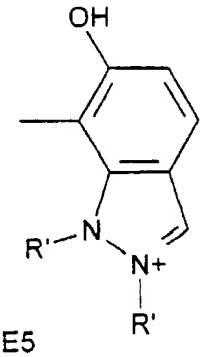


E3 ;

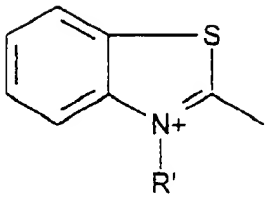


E4 ;

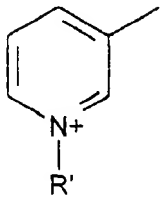


E5 ;

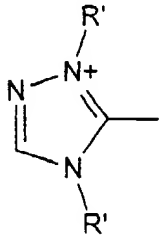
a9 Cont



E6 ;



E7 and



E8 ;

in which R' is a C_1-C_4 alkyl radical;

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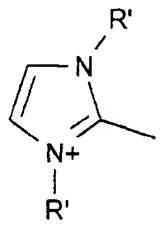
when m = 0 and D_1 is a nitrogen atom, then E may also be a group having the following structure E9:

E9 

in which R' is a C_1-C_4 alkyl radical, and

d) cationic direct dyes of formula (IV):

(IV)

in which:

the symbol G is a group chosen from the following structures G_1 to G_3:

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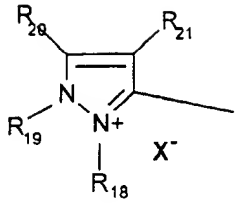
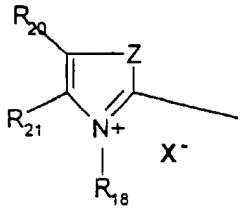
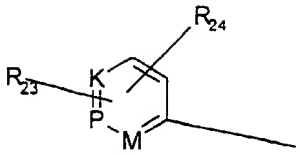


G_1



G_2



G_3

in which structures G_1 to G_3,

R_{18} is chosen from a C_1-C_4 alkyl radical; a phenyl radical which is unsubstituted or substituted with a C_1-C_4 alkyl radical or with a halogen atom chosen from chlorine, bromine, iodine and fluorine;

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R_{19} is a C_1-C_4 alkyl radical or a phenyl radical;

R_{20} and R_{21}, which are identical or different, are chosen from a C_1-C_4 alkyl radical and a phenyl radical, or form together in G_1 a benzene ring which is substituted with at least one radical chosen from C_1-C_4 alkyl, C_1-C_4 alkoxy and NO_2 radicals, or form together in G_2 a benzene ring which is optionally substituted with at least one radical chosen from C_1-C_4 alkyl, C_1-C_4 alkoxy and NO_2 radicals;

R_{20} may also be a hydrogen atom;

Z is an oxygen or sulphur atom or an $-NR_{19}$ group;

M is a group chosen from -CH; -CR wherein R is C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$;

K is a group chosen from -CH; -CR wherein R is C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$;

P is a group chosen from -CH; -CR wherein R denotes C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$ where r is zero or 1;

R_{22} is chosen from an O^- atom, a C_1-C_4 alkoxy radical and a C_1-C_4 alkyl radical;

R_{23} and R_{24}, which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and an $-NO_2$ radical;

X^- is an anion;

wherein J is chosen from:

-(a) a group having the following structure J_1:

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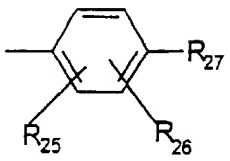

J_1

A9 Cont

in which structure J_1,

R_{25} is chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and a radical chosen from -OH, -NO_2, -NHR_{28}, -$NR_{29}R_{30}$, and -NHCO(C_1-C_4alkyl), or forms with R_{26} a 5- or 6-membered ring optionally containing at least one heteroatom chosen from nitrogen, oxygen and sulphur;

R_{26} is chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; and a C_1-C_4 alkoxy radical, or forms with R_{27} or R_{28} a 5- or 6-membered ring optionally containing at least one heteroatom chosen from nitrogen, oxygen or sulphur;

R_{27} is chosen from a hydrogen atom, an -OH radical, an -NHR_{28} radical, and an -$NR_{29}R_{30}$ radical;

R_{28} is chosen from a hydrogen atom, a C_1-C_4 alkyl radical, a C_1-C_4 monohydroxyalkyl radical, a C_2-C_4 polyhydroxyalkyl radical, and a phenyl radical;

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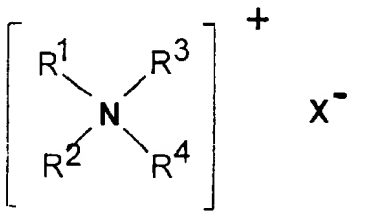
R_{29} and R_{30}, which are identical or different, are chosen from a C_1-C_4 alkyl radical, a C_1-C_4 monohydroxyalkyl radical, and a C_2-C_4 polyhydroxyalkyl radical; and

-(b) a 5- or 6- membered nitrogen-containing heterocycle group which optionally contains additional heteroatoms, carbonyl-containing groups, or a mixture of additional heteroatoms and carbonyl-containing groups and which is unsubstituted or substituted with at least one radical chosen from C_1-C_4 alkyl, amino and phenyl radicals, and

(ii) at least one quaternary ammonium salt chosen from:

(ii)$_1$ - quaternary ammonium salts of the following formula (V):



(V)

in which

the radicals R^1 R^2, R^3, and R^4, which are identical or different, are chosen from a saturated or unsaturated, linear or branched, aliphatic hydrocarbon radical comprising 1 to 30 carbon atoms; and a radical chosen from alkoxy, alkoxycarbonylalkyl, polyoxyalkylene, alkylamido, alkylamidoalkyl, hydroxyalkyl,

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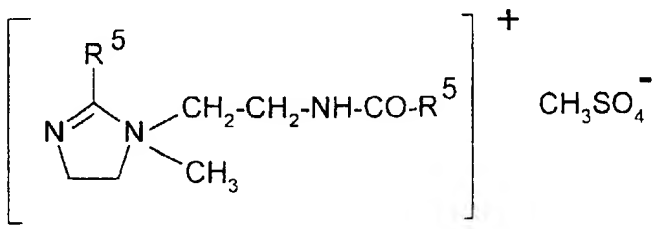
aromatic, aryl and alkylaryl radicals comprising 12 to 30 carbon atoms, wherein at least one radical among R^1, R^2, R^3 and R^4 is a radical comprising 8 to 30 carbon atoms;

X^- is an anion chosen from halides, phosphates, acetates, lactates and alkyl sulphates;

(ii)$_2$ - imidazolium salts of the following formula (VI):



(VI)

in which

R^5 is chosen from alkenyl radicals and alkyl radicals, said alkenyl radicals and alkyl radicals comprising 13 to 31 carbon atoms and being derived from tallow fatty acids;

(ii)$_3$ - quaternary diammonium salts of the following formula (VII):

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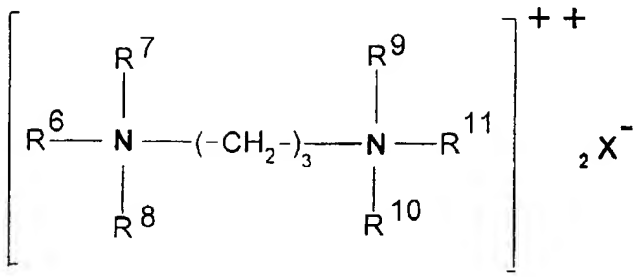

(VII)

in which

R^6 is an aliphatic radical comprising 16 to 30 carbon atoms,

R^7, R^8, R^9, R^{10} and R^{11} are chosen from hydrogen or an alkyl radical comprising 1 to 4 carbon atoms, and X^- is an anion chosen from halides, acetates, phosphates and sulphates.

62. A method according to claim 61, further comprising rinsing said keratinous fibers after applying said composition thereon.

63. A method according to claim 62, further comprising

washing said keratinous fibers with shampoo after said rinsing;

and rinsing again said keratinous fibers after said washing.

64. A method according to claim 63, further comprising, after said washing and rinsing, drying said keratinous fibers.

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65. A method according to claim 61, wherein said keratinous fibers are human keratinous fibers.

66. A method according to claim 65, wherein said human keratinous fibers are hair.

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67. A method for dyeing keratinous fibers, comprising

separately storing a first composition and a second composition;

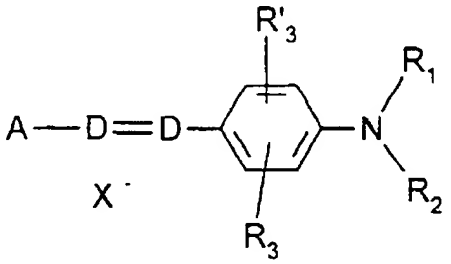
mixing said first composition with said second composition before applying the resultant mixture to said keratinous fibers; and

applying said mixture to the keratinous fibers,

wherein said first composition comprises, in a medium suitable for dyeing, at least one oxidation base and

at least one cationic direct dye chosen from:

a) cationic direct dyes of formula (I):



(I)

in which:

D is a nitrogen atom or a -CH group,

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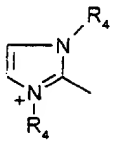
R_1 and R_2, which are identical or different, are chosen from a hydrogen atom; a C_1-C_4 alkyl radical which is unsubstituted or substituted with a -CN, -OH or $-NH_2$ radical or form with each other or a carbon atom of the benzene ring a heterocycle optionally containing at least one of oxygen and nitrogen and which is unsubstituted or substituted with at least one C_1-C_4 alkyl radical; and a 4'-aminophenyl radical,

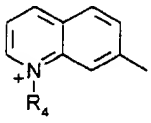
R_3 and R'_3, which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a cyano radical; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and an acetyloxy radical,

X^- is an anion,

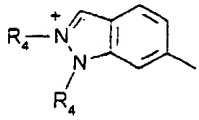
A is a group chosen from the following structures A_1 to A_{19}:



A_1 ;



A_2 ;



A_3 ;

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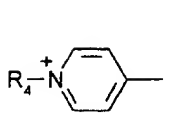
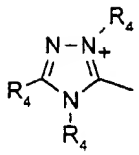
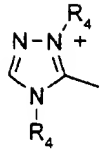
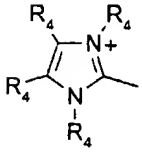
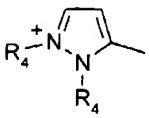
a9 cont

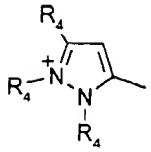

A_4 ;

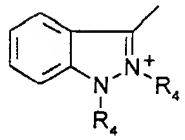

A_5 ;

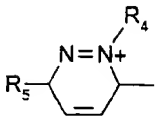

A_6 ;

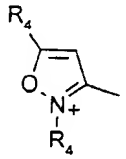

A_7 ;

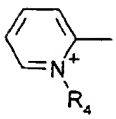

A_8 ;

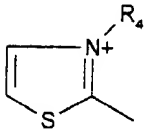

A_9 ;

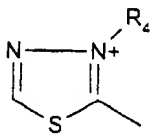

A_{10} ;

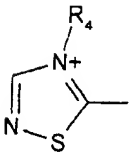

A_{11} ;

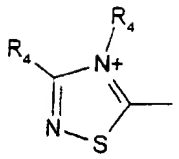

A_{12} ;

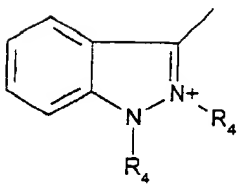

A_{13} ;


A_{14} ;


A_{15} ;


A_{16} ;


A_{17} ;


A_{18}

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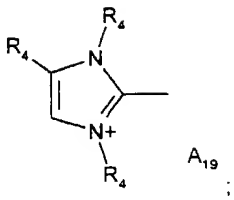
and

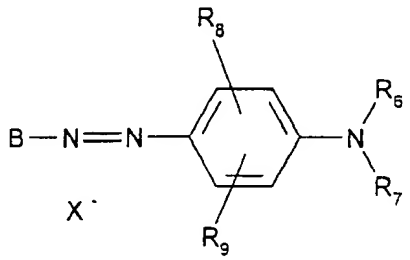


;

in which R_4 is a C_1-C_4 alkyl radical which is unsubstituted or substituted with a hydroxyl radical and R_5 is a C_1-C_4 alkoxy radical,

with the proviso that when D represents -CH, A is A_4 or A_{13} and R_3 is different from an alkoxy radical, then R_1 and R_2 are not simultaneously hydrogen atoms;

b) cationic direct dyes of formula (II):



(II)

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in which:

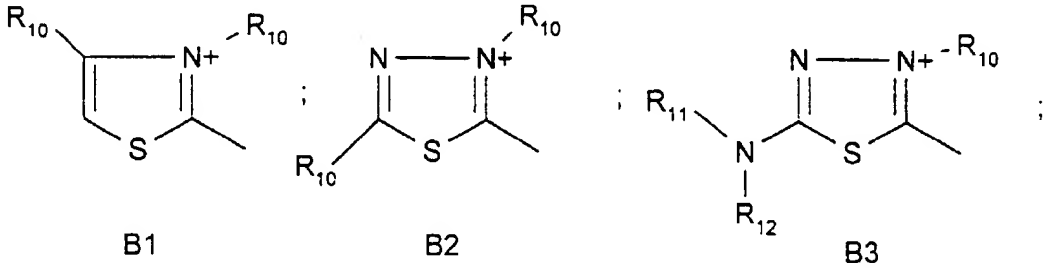
R_6 is a hydrogen atom or a C_1-C_4 alkyl radical,

R_7 is chosen from a hydrogen atom; an alkyl radical which is unsubstituted or substituted with a -CN radical or with an amino group; and a 4'-aminophenyl radical, or forms with R_6 a heterocycle optionally containing at least one of oxygen and nitrogen and which is unsubstituted or substituted with a C_1-C_4 alkyl radical,

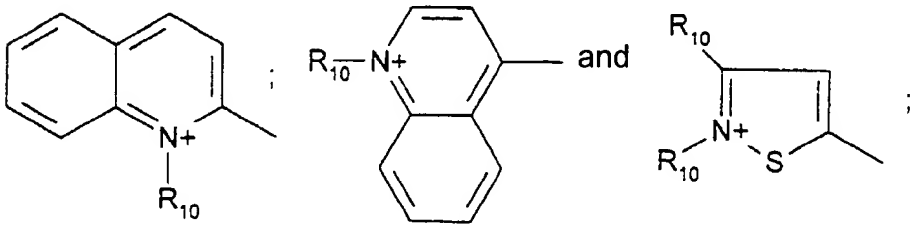
R_8 and R_9 , which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from bromine, chlorine, fluorine, and iodine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and a -CN radical,

X^- is an anion,

B represents a group chosen from the following structures B1 to B6:



B1 B2 B3



B4 B5 B6

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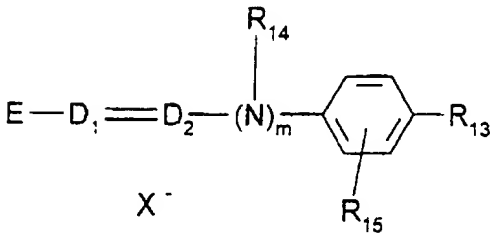
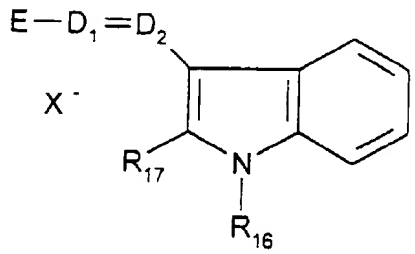
in which R_{10} is a C_1-C_4 alkyl radical, R_{11} and R_{12}, which are identical or different, are a hydrogen atom or a C_1-C_4 alkyl radical;

c) cationic direct dyes of the following formula (III) and formula (III'):



(III)



(III')

in which:

R_{13} is chosen from a hydrogen atom, a C_1-C_4 alkoxy radical, a halogen atom chosen from bromine, chlorine, fluorine, and iodine; and an amino radical,

R_{14} is a hydrogen atom, a C_1-C_4 alkyl radical or forms with a carbon atom of the benzene ring a heterocycle which is optionally oxygen-containing and is unsubstituted or substituted with at least one C_1-C_4 alkyl group,

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R_{15} is a hydrogen or halogen atom chosen from bromine, chlorine, fluorine, and iodine,

R_{16} and R_{17}, which are identical or different, are a hydrogen atom or a C_1-C_4 alkyl radical,

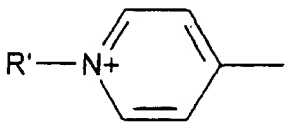
D_1 and D_2, which are identical or different, are a nitrogen atom or a -CH group,

m = 0 or 1,

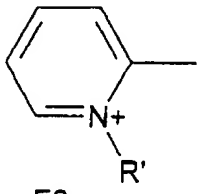
with the proviso that when R_{13} is an unsubstituted amino group, then D_1 and D_2 simultaneously are -CH groups and m = 0,

X^- is an anion,

E is a group chosen from the following structures E1 to E8:



E1 ;



E2 ;

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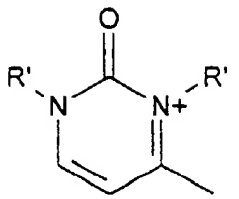
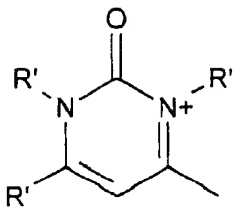
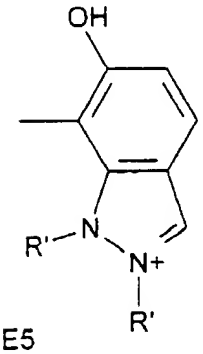
a9 cont



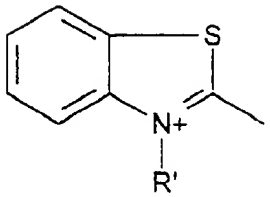
E3 ;



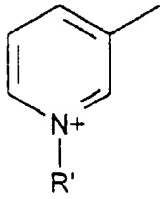
E4 ;



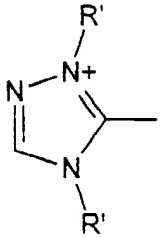
E5 ;



E6 ;



E7 and



E8 ;

in which R' is a C_1-C_4 alkyl radical;

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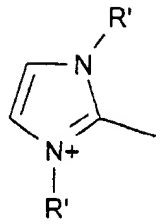
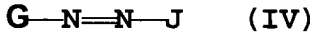
when m = 0 and D_1 is a nitrogen atom, then E may also be a group having the following structure E9:

E9 

in which R' is a C_1-C_4 alkyl radical, and

d) cationic direct dyes of formula (IV):



(IV)

in which:

the symbol G is a group chosen from the following structures G_1 to G_3:

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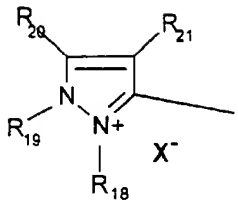
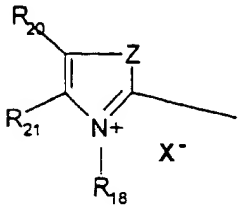
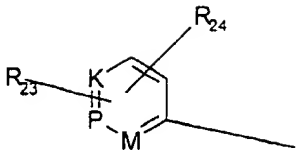


G_1



G_2



G_3

in which structures G_1 to G_3,

R_{18} is chosen from a C_1-C_4 alkyl radical; a phenyl radical which is unsubstituted or substituted with a C_1-C_4 alkyl radical or with a halogen atom chosen from chlorine, bromine, iodine and fluorine;

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R_{19} is a C_1-C_4 alkyl radical or a phenyl radical;

R_{20} and R_{21}, which are identical or different, are chosen from a C_1-C_4 alkyl radical and a phenyl radical, or form together in G_1 a benzene ring which is substituted with at least one radical chosen from C_1-C_4 alkyl, C_1-C_4 alkoxy and NO_2 radicals, or form together in G_2 a benzene ring which is optionally substituted with at least one radical chosen from C_1-C_4 alkyl, C_1-C_4 alkoxy and NO_2 radicals;

R_{20} may also be a hydrogen atom;

Z is an oxygen or sulphur atom or an $-NR_{19}$ group;

M is a group chosen from -CH; -CR wherein R is C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$;

K is a group chosen from -CH; -CR wherein R is C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$;

P is a group chosen from -CH; -CR wherein R denotes C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$ where r is zero or 1;

R_{22} is chosen from an O^- atom, a C_1-C_4 alkoxy radical and a C_1-C_4 alkyl radical;

R_{23} and R_{24}, which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and an $-NO_2$ radical;

X^- is an anion;

wherein J is chosen from:

-(a) a group having the following structure J_1:

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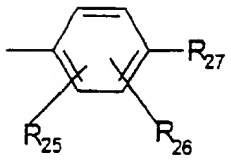

J_1

ag cont

in which structure J_1,

R_{25} is chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and a radical chosen from -OH, -NO_2, -NHR_{28}, -$NR_{29}R_{30}$, and -NHCO(C_1-C_4alkyl), or forms with R_{26} a 5- or 6-membered ring optionally containing at least one heteroatom chosen from nitrogen, oxygen and sulphur;

R_{26} is chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; and a C_1-C_4 alkoxy radical, or forms with R_{27} or R_{28} a 5- or 6-membered ring optionally containing at least one heteroatom chosen from nitrogen, oxygen or sulphur;

R_{27} is chosen from a hydrogen atom, an -OH radical, an -NHR_{28} radical, and an -$NR_{29}R_{30}$ radical;

R_{28} is chosen from a hydrogen atom, a C_1-C_4 alkyl radical, a C_1-C_4 monohydroxyalkyl radical, a C_2-C_4 polyhydroxyalkyl radical, and a phenyl radical;

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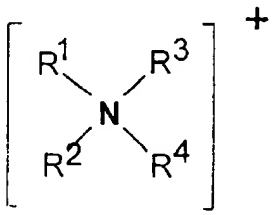
R_{29} and R_{30}, which are identical or different, are chosen from a C_1-C_4 alkyl radical, a C_1-C_4 monohydroxyalkyl radical, and a C_2-C_4 polyhydroxyalkyl radical; and

-(b) a 5- or 6- membered nitrogen-containing heterocycle group which optionally contains additional heteroatoms, carbonyl-containing groups, or a mixture of additional heteroatoms and carbonyl-containing groups and which is unsubstituted or substituted with at least one radical chosen from C_1-C_4 alkyl, amino and phenyl radicals, and

wherein said second composition comprises, in a medium suitable for dyeing, at least one oxidizing agent; and

wherein either said first composition or said second composition further comprises at least one quaternary ammonium salt chosen from:

(ii)$_1$ - quaternary ammonium salts of the following formula (V):



(V)

in which

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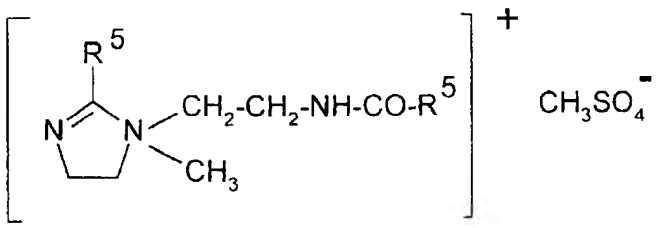
the radicals R^1 R^2, R^3, and R^4, which are identical or different, are chosen from a saturated or unsaturated, linear or branched, aliphatic hydrocarbon radical comprising 1 to 30 carbon atoms; and a radical chosen from alkoxy, alkoxycarbonylalkyl, polyoxyalkylene, alkylamido, alkylamidoalkyl, hydroxyalkyl, aromatic, aryl and alkylaryl radicals comprising 12 to 30 carbon atoms, wherein at least one radical among R^1, R^2, R^3 and R^4 is a radical comprising 8 to 30 carbon atoms;

X^- is an anion chosen from halides, phosphates, acetates, lactates and alkyl sulphates;

(ii)$_2$ - imidazolium salts of the following formula (VI):



(VI)

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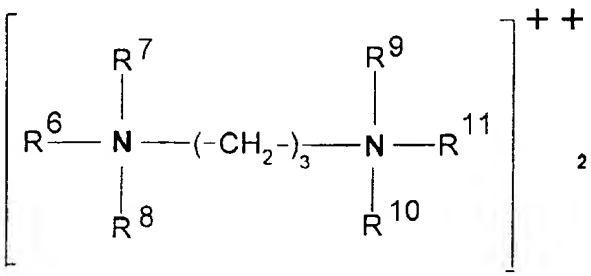
in which

R^5 is chosen from alkenyl radicals and alkyl radicals, said alkenyl radicals and alkyl radicals comprising 13 to 31 carbon atoms and being derived from tallow fatty acids;

(ii)$_3$ - quaternary diammonium salts of the following formula (VII):



(VII)

in which

R^6 is an aliphatic radical comprising 16 to 30 carbon atoms,

R^7, R^8, R^9, R^{10} and R^{11} are chosen from hydrogen or an alkyl radical comprising 1 to 4 carbon atoms, and X^- is an anion chosen from halides, acetates, phosphates and sulphates.

68. A method according to claim 67, wherein said keratinous fibers are human keratinous fibers.

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69. A method according to claim 68, wherein said human keratinous fibers are hair.

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70. A method for dyeing keratinous fibers, comprising

separately storing a first composition and a second composition;

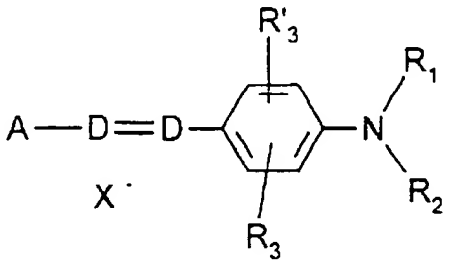
mixing said first composition with said second composition before applying the resultant mixture to said keratinous fibers; and

applying said mixture to the keratinous fibers,

wherein said first composition comprises, in a medium suitable for dyeing:

at least one cationic direct dye chosen from:

a) cationic direct dyes of formula (I):



(I)

in which:

D is a nitrogen atom or a -CH group,

R_1 and R_2, which are identical or different, are chosen from a hydrogen atom; a C_1-C_4 alkyl radical which is unsubstituted or substituted with a -CN, -OH or $-NH_2$

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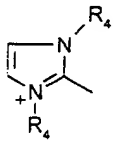
radical or form with each other or a carbon atom of the benzene ring a heterocycle optionally containing at least one of oxygen and nitrogen and which is unsubstituted or substituted with at least one C_1-C_4 alkyl radical; and a 4'-aminophenyl radical,

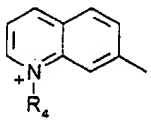
R_3 and R'_3, which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a cyano radical; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and an acetyloxy radical,

X^- is an anion,

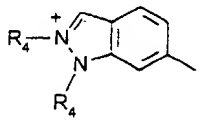
A is a group chosen from the following structures A_1 to A_{19}:



A_1



A_2



A_3

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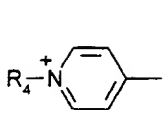
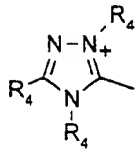
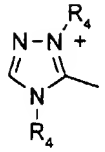
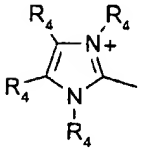
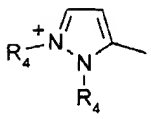
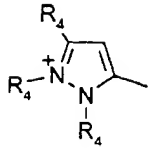

A_4 ;

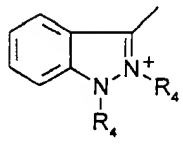

A_5 ;

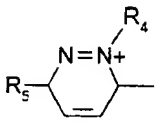

A_6 ;

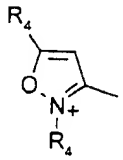

A_7 ;

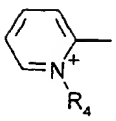

A_8 ;

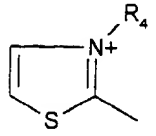

A_9 ;

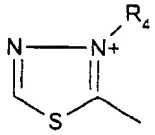

A_{10} ;

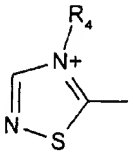

A_{11} ;

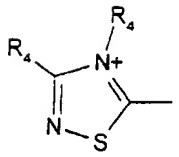

A_{12} ;

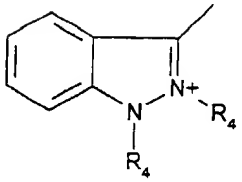

A_{13} ;


A_{14} ;


A_{15} ;


A_{16} ;


A_{17} ;


A_{18}

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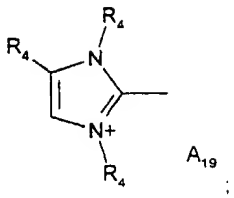
and



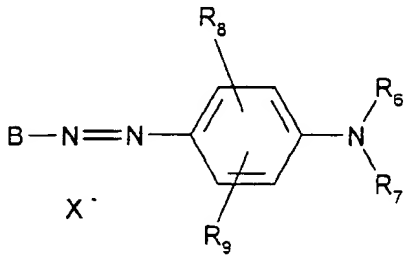
A_{19} ;

a9 cont

in which R_4 is a C_1-C_4 alkyl radical which is unsubstituted or substituted with a hydroxyl radical and R_5 is a C_1-C_4 alkoxy radical,

with the proviso that when D represents -CH, A is A_4 or A_{13} and R_3 is different from an alkoxy radical, then R_1 and R_2 are not simultaneously hydrogen atoms;

b) cationic direct dyes of formula (II):



(II)

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in which:

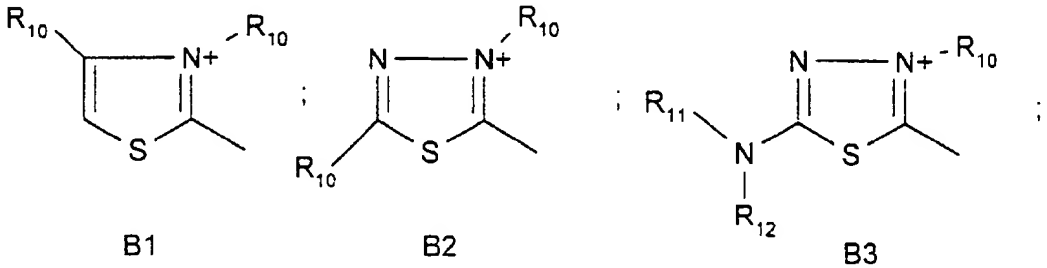
R_6 is a hydrogen atom or a C_1-C_4 alkyl radical,

R_7 is chosen from a hydrogen atom; an alkyl radical which is unsubstituted or substituted with a -CN radical or with an amino group; and a 4'-aminophenyl radical, or forms with R_6 a heterocycle optionally containing at least one of oxygen and nitrogen and which is unsubstituted or substituted with a C_1-C_4 alkyl radical,

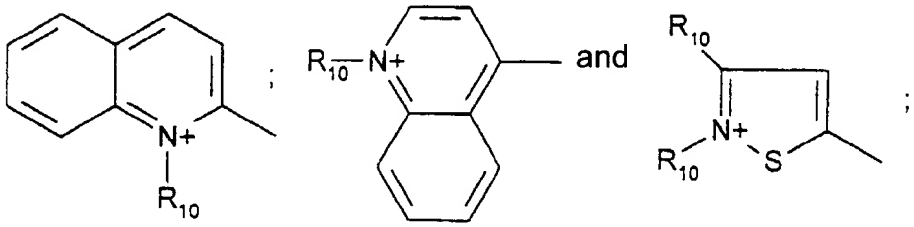
R_8 and R_9 , which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from bromine, chlorine, fluorine, and iodine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and a -CN radical,

X^- is an anion,

B represents a group chosen from the following structures B1 to B6:



B1 B2 B3



B4 B5 B6

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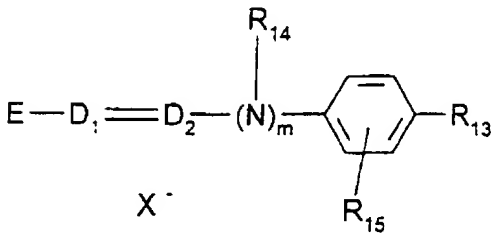
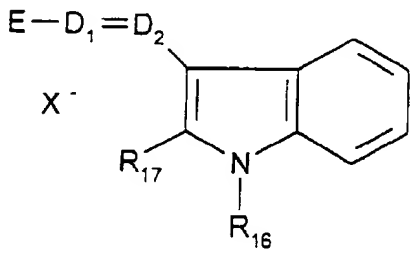
in which R_{10} is a C_1-C_4 alkyl radical, R_{11} and R_{12}, which are identical or different, are a hydrogen atom or a C_1-C_4 alkyl radical;

c) cationic direct dyes of the following formula (III) and formula (III'):



(III)



(III')

in which:

R_{13} is chosen from a hydrogen atom, a C_1-C_4 alkoxy radical, a halogen atom chosen from bromine, chlorine, fluorine, and iodine; and an amino radical,

R_{14} is a hydrogen atom, a C_1-C_4 alkyl radical or forms with a carbon atom of the benzene ring a heterocycle which is optionally oxygen-containing and is unsubstituted or substituted with at least one C_1-C_4 alkyl group,

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R_{15} is a hydrogen or halogen atom chosen from bromine, chlorine, fluorine, and iodine,

R_{16} and R_{17}, which are identical or different, are a hydrogen atom or a C_1-C_4 alkyl radical,

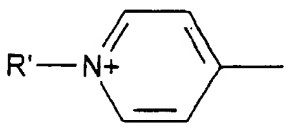
D_1 and D_2, which are identical or different, are a nitrogen atom or a -CH group,

m = 0 or 1,

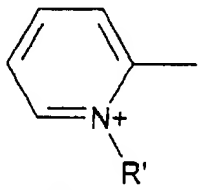
with the proviso that when R_{13} is an unsubstituted amino group, then D_1 and D_2 simultaneously are -CH groups and m = 0,

X^- is an anion,

E is a group chosen from the following structures E1 to E8:



E1 ;



E2 ;

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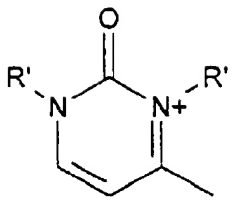
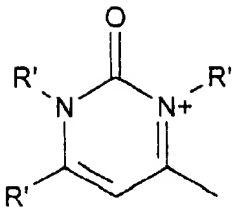
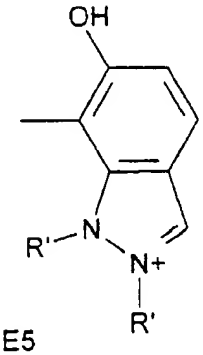
a9 cont



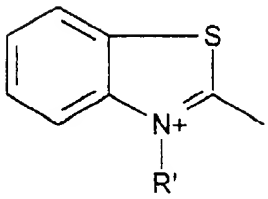
E3 ;



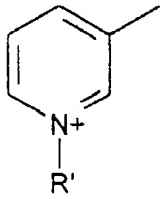
E4 ;



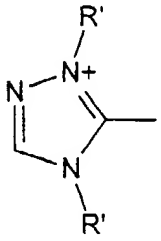
E5 ;



E6 ;



E7 and



E8 ;

in which R' is a C_1-C_4 alkyl radical;

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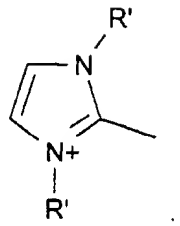
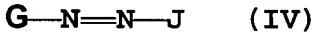
when m = 0 and D_1 is a nitrogen atom, then E may also be a group having the following structure E9:

a9 cont

E9 

in which R' is a C_1-C_4 alkyl radical, and

d) cationic direct dyes of formula (IV):



in which:

the symbol G is a group chosen from the following structures G_1 to G_3:

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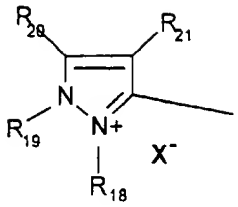
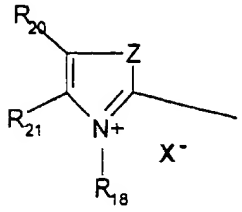
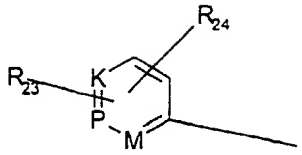


G_1



G_2



G_3

in which structures G_1 to G_3,

R_{18} is chosen from a C_1-C_4 alkyl radical; a phenyl radical which is unsubstituted or substituted with a C_1-C_4 alkyl radical or with a halogen atom chosen from chlorine, bromine, iodine and fluorine;

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R_{19} is a C_1-C_4 alkyl radical or a phenyl radical;

R_{20} and R_{21}, which are identical or different, are chosen from a C_1-C_4 alkyl radical and a phenyl radical, or form together in G_1 a benzene ring which is substituted with at least one radical chosen from C_1-C_4 alkyl, C_1-C_4 alkoxy and NO_2 radicals, or form together in G_2 a benzene ring which is optionally substituted with at least one radical chosen from C_1-C_4 alkyl, C_1-C_4 alkoxy and NO_2 radicals;

R_{20} may also be a hydrogen atom;

Z is an oxygen or sulphur atom or an $-NR_{19}$ group;

M is a group chosen from -CH; -CR wherein R is C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$;

K is a group chosen from -CH; -CR wherein R is C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$;

P is a group chosen from -CH; -CR wherein R denotes C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$ where r is zero or 1;

R_{22} is chosen from an O^- atom, a C_1-C_4 alkoxy radical and a C_1-C_4 alkyl radical;

R_{23} and R_{24}, which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and an $-NO_2$ radical;

X^- is an anion;

wherein J is chosen from:

-(a) a group having the following structure J_1:

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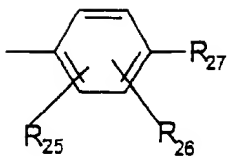

J_1

a9 cont

in which structure J_1,

R_{25} is chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and a radical chosen from -OH, $-NO_2$, $-NHR_{28}$, $-NR_{29}R_{30}$, and $-NHCO(C_1$-C_4alkyl), or forms with R_{26} a 5- or 6-membered ring optionally containing at least one heteroatom chosen from nitrogen, oxygen and sulphur;

R_{26} is chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; and a C_1-C_4 alkoxy radical, or forms with R_{27} or R_{28} a 5- or 6-membered ring optionally containing at least one heteroatom chosen from nitrogen, oxygen or sulphur;

R_{27} is chosen from a hydrogen atom, an -OH radical, an $-NHR_{28}$ radical, and an $-NR_{29}R_{30}$ radical;

R_{28} is chosen from a hydrogen atom, a C_1-C_4 alkyl radical, a C_1-C_4 monohydroxyalkyl radical, a C_2-C_4 polyhydroxyalkyl radical, and a phenyl radical;

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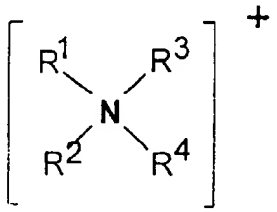
R_{29} and R_{30}, which are identical or different, are chosen from a C_1-C_4 alkyl radical, a C_1-C_4 monohydroxyalkyl radical, and a C_2-C_4 polyhydroxyalkyl radical; and

-(b) a 5- or 6- membered nitrogen-containing heterocycle group which optionally contains additional heteroatoms, carbonyl-containing groups, or a mixture of additional heteroatoms and carbonyl-containing groups and which is unsubstituted or substituted with at least one radical chosen from C_1-C_4 alkyl, amino and phenyl radicals, and

wherein said second composition comprises, in a medium suitable for dyeing, at least one oxidizing agent; and

wherein either said first composition or said second composition further comprises at least one quaternary ammonium salt chosen from:

(ii)$_1$ - quaternary ammonium salts of the following formula (V):



(V)

in which

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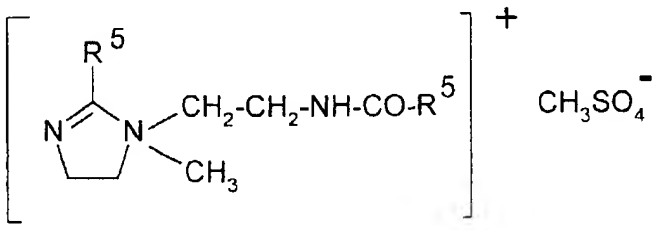
a9 cont

the radicals R^1 R^2, R^3, and R^4, which are identical or different, are chosen from a saturated or unsaturated, linear or branched, aliphatic hydrocarbon radical comprising 1 to 30 carbon atoms; and a radical chosen from alkoxy, alkoxycarbonylalkyl, polyoxyalkylene, alkylamido, alkylamidoalkyl, hydroxyalkyl, aromatic, aryl and alkylaryl radicals comprising 12 to 30 carbon atoms, wherein at least one radical among R^1, R^2, R^3 and R^4 is a radical comprising 8 to 30 carbon atoms;

X^- is an anion chosen from halides, phosphates, acetates, lactates and alkyl sulphates;

(ii)$_2$ - imidazolium salts of the following formula (VI):



(VI)

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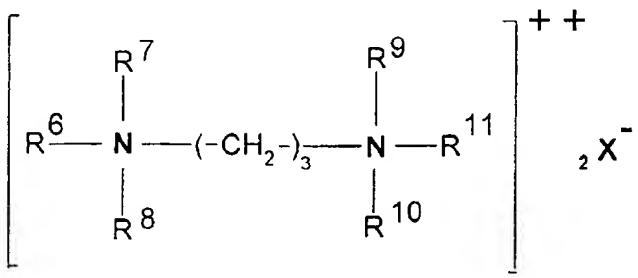
in which

R^5 is chosen from alkenyl radicals and alkyl radicals, said alkenyl radicals and alkyl radicals comprising 13 to 31 carbon atoms and being derived from tallow fatty acids;

(ii)$_3$ - quaternary diammonium salts of the following formula (VII):



(VII)

in which

R^6 is an aliphatic radical comprising 16 to 30 carbon atoms,

R^7, R^8, R^9, R^{10} and R^{11} are chosen from hydrogen or an alkyl radical comprising 1 to 4 carbon atoms, and X^- is an anion chosen from halides, acetates, phosphates and sulphates.

71. A method according to claim 70, wherein said keratinous fibers are human keratinous fibers.

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72. A method according to claim 71, wherein said human keratinous fibers are hair.

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cont

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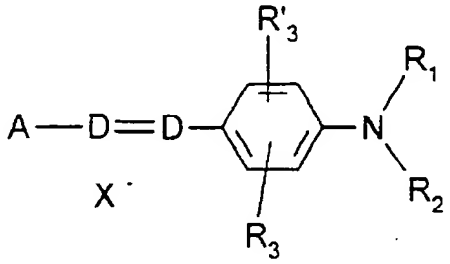
a9 con4

73. A multicompartment dyeing kit wherein a first compartment contains a first composition and a second compartment contains a second composition,

wherein said first composition comprises, in a medium suitable for dyeing, at least one oxidation base and

at least one cationic direct dye chosen from:

a) cationic direct dyes of formula (I):



(I)

in which:

D is a nitrogen atom or a -CH group,

R_1 and R_2, which are identical or different, are chosen from a hydrogen atom; a C_1-C_4 alkyl radical which is unsubstituted or substituted with a -CN, -OH or $-NH_2$ radical or form with each other or a carbon atom of the benzene ring a heterocycle

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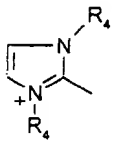
optionally containing at least one of oxygen and nitrogen and which is unsubstituted or substituted with at least one C_1-C_4 alkyl radical; and a 4'-aminophenyl radical,

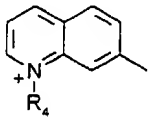
R_3 and R'_3, which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a cyano radical; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and an acetyloxy radical,

X^- is an anion,

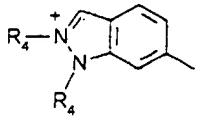
A is a group chosen from the following structures A_1 to A_{19}:



A_1 ;



A_2 ;



A_3 :

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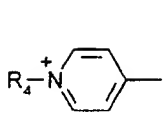
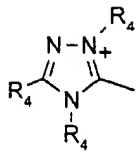
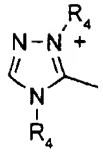
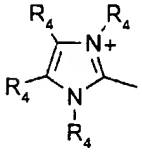
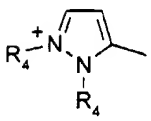
a9 Cont

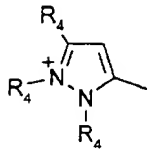

A_4

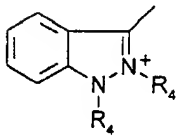

A_5

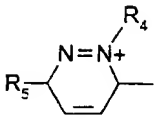

A_6

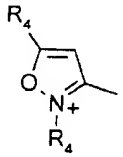

A_7

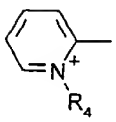

A_8

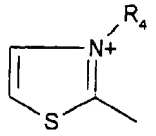

A_9

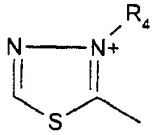

A_{10}

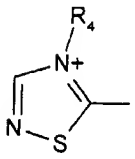

A_{11}

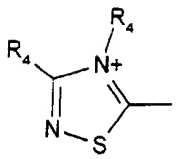

A_{12}

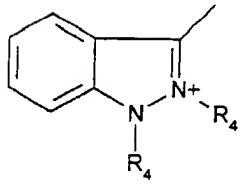

A_{13}


A_{14}


A_{15}


A_{16}


A_{17}


A_{18}

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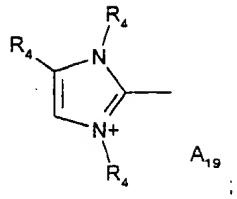
and



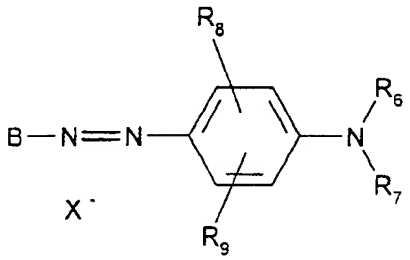
A_{19}^- ;

a9 cont

in which R_4 is a C_1-C_4 alkyl radical which is unsubstituted or substituted with a hydroxyl radical and R_5 is a C_1-C_4 alkoxy radical,

with the proviso that when D represents -CH, A is A_4 or A_{13} and R_3 is different from an alkoxy radical, then R_1 and R_2 are not simultaneously hydrogen atoms;

b) cationic direct dyes of formula (II):



(II)

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in which:

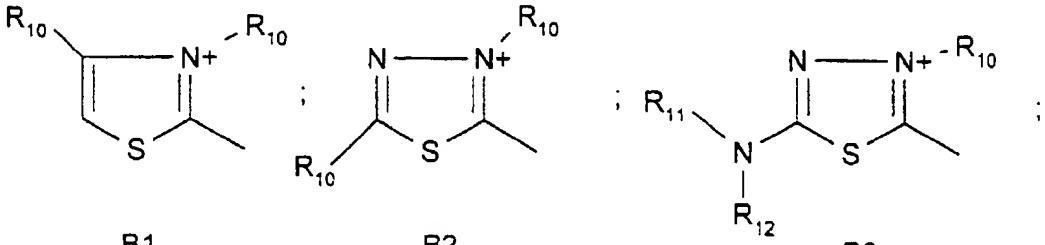
R_6 is a hydrogen atom or a C_1-C_4 alkyl radical,

R_7 is chosen from a hydrogen atom; an alkyl radical which is unsubstituted or substituted with a -CN radical or with an amino group; and a 4'-aminophenyl radical, or forms with R_6 a heterocycle optionally containing at least one of oxygen and nitrogen and which is unsubstituted or substituted with a C_1-C_4 alkyl radical,

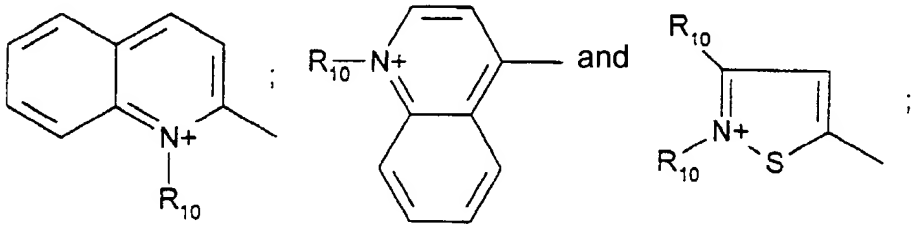
R_8 and R_9 , which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from bromine, chlorine, fluorine, and iodine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and a -CN radical,

X^- is an anion,

B represents a group chosen from the following structures B1 to B6:



B1 B2 B3



B4 B5 B6

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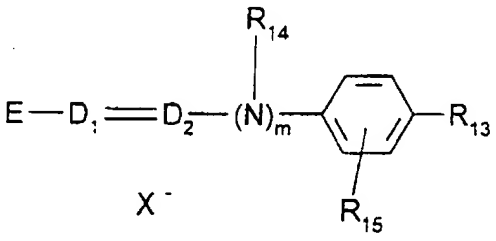
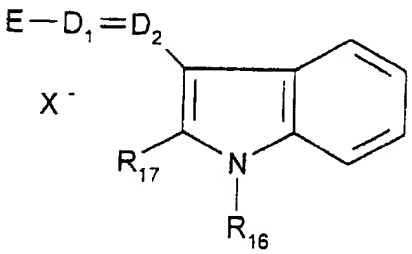
in which R_{10} is a C_1-C_4 alkyl radical, R_{11} and R_{12}, which are identical or different, are a hydrogen atom or a C_1-C_4 alkyl radical;

c) cationic direct dyes of the following formula (III) and formula (III'):



(III)



(III')

in which:

R_{13} is chosen from a hydrogen atom, a C_1-C_4 alkoxy radical, a halogen atom chosen from bromine, chlorine, fluorine, and iodine; and an amino radical,

R_{14} is a hydrogen atom, a C_1-C_4 alkyl radical or forms with a carbon atom of the benzene ring a heterocycle which is optionally oxygen-containing and is unsubstituted or substituted with at least one C_1-C_4 alkyl group,

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R_{15} is a hydrogen or halogen atom chosen from bromine, chlorine, fluorine, and iodine,

R_{16} and R_{17}, which are identical or different, are a hydrogen atom or a C_1-C_4 alkyl radical,

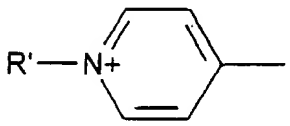
D_1 and D_2, which are identical or different, are a nitrogen atom or a -CH group,

m = 0 or 1,

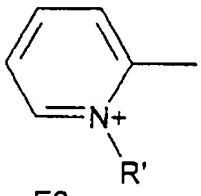
with the proviso that when R_{13} is an unsubstituted amino group, then D_1 and D_2 simultaneously are -CH groups and m = 0,

X^- is an anion,

E is a group chosen from the following structures E1 to E8:



E1 ;



E2 ;

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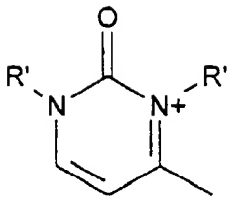
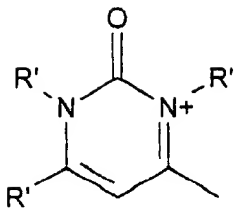
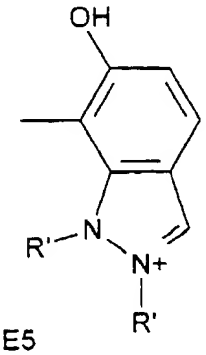


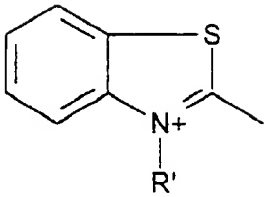
E3 ;



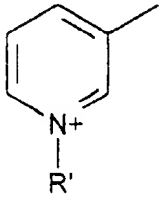
E4 ;



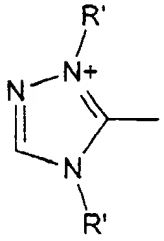
E5 ;



E6 ;



E7 and



E8 ;

in which R' is a C_1-C_4 alkyl radical;

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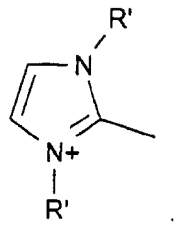
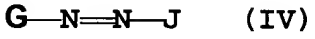
when m = 0 and D_1 is a nitrogen atom, then E may also be a group having the following structure E9:

E9 

in which R' is a C_1-C_4 alkyl radical, and

d) cationic direct dyes of formula (IV):



(IV)

in which:

the symbol G is a group chosen from the following structures G_1 to G_3:

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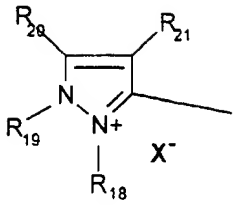
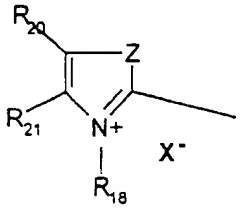
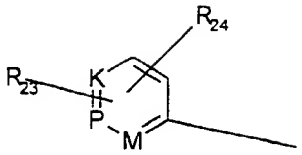


G_1



G_2



G_3

in which structures G_1 to G_3,

R_{18} is chosen from a C_1-C_4 alkyl radical; a phenyl radical which is unsubstituted or substituted with a C_1-C_4 alkyl radical or with a halogen atom chosen from chlorine, bromine, iodine and fluorine;

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R_{19} is a C_1-C_4 alkyl radical or a phenyl radical;

R_{20} and R_{21}, which are identical or different, are chosen from a C_1-C_4 alkyl radical and a phenyl radical, or form together in G_1 a benzene ring which is substituted with at least one radical chosen from C_1-C_4 alkyl, C_1-C_4 alkoxy and NO_2 radicals, or form together in G_2 a benzene ring which is optionally substituted with at least one radical chosen from C_1-C_4 alkyl, C_1-C_4 alkoxy and NO_2 radicals;

R_{20} may also be a hydrogen atom;

Z is an oxygen or sulphur atom or an $-NR_{19}$ group;

M is a group chosen from -CH; -CR wherein R is C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$;

K is a group chosen from -CH; -CR wherein R is C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$;

P is a group chosen from -CH; -CR wherein R denotes C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$ where r is zero or 1;

R_{22} is chosen from an O^- atom, a C_1-C_4 alkoxy radical and a C_1-C_4 alkyl radical;

R_{23} and R_{24}, which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and an $-NO_2$ radical;

X^- is an anion;

wherein J is chosen from:

-(a) a group having the following structure J_1:

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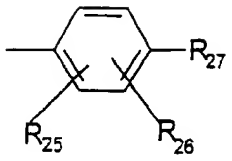

J_1

A9 Cont

in which structure J_1,

R_{25} is chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and a radical chosen from -OH, $-NO_2$, $-NHR_{28}$, $-NR_{29}R_{30}$, and $-NHCO(C_1$-C_4alkyl), or forms with R_{26} a 5- or 6-membered ring optionally containing at least one heteroatom chosen from nitrogen, oxygen and sulphur;

R_{26} is chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; and a C_1-C_4 alkoxy radical, or forms with R_{27} or R_{28} a 5- or 6-membered ring optionally containing at least one heteroatom chosen from nitrogen, oxygen or sulphur;

R_{27} is chosen from a hydrogen atom, an -OH radical, an $-NHR_{28}$ radical, and an $-NR_{29}R_{30}$ radical;

R_{28} is chosen from a hydrogen atom, a C_1-C_4 alkyl radical, a C_1-C_4 monohydroxyalkyl radical, a C_2-C_4 polyhydroxyalkyl radical, and a phenyl radical;

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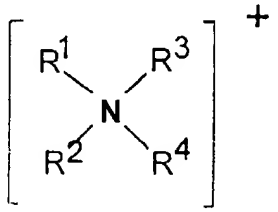
R_{29} and R_{30}, which are identical or different, are chosen from a C_1-C_4 alkyl radical, a C_1-C_4 monohydroxyalkyl radical, and a C_2-C_4 polyhydroxyalkyl radical; and

-(b) a 5- or 6- membered nitrogen-containing heterocycle group which optionally contains additional heteroatoms, carbonyl-containing groups, or a mixture of additional heteroatoms and carbonyl-containing groups and which is unsubstituted or substituted with at least one radical chosen from C_1-C_4 alkyl, amino and phenyl radicals, and

wherein said second composition comprises, in a medium suitable for dyeing, at least one oxidizing agent; and

wherein either said first composition or said second composition further comprises at least one quaternary ammonium salt chosen from:

(ii)$_1$ - quaternary ammonium salts of the following formula (V):



(V)

in which

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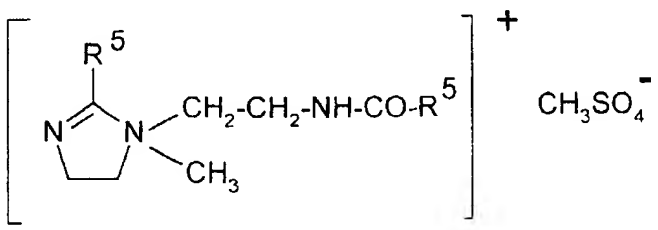
the radicals R^1 R^2, R^3, and R^4, which are identical or different, are chosen from a saturated or unsaturated, linear or branched, aliphatic hydrocarbon radical comprising 1 to 30 carbon atoms; and a radical chosen from alkoxy, alkoxycarbonylalkyl, polyoxyalkylene, alkylamido, alkylamidoalkyl, hydroxyalkyl, aromatic, aryl and alkylaryl radicals comprising 12 to 30 carbon atoms, wherein at least one radical among R^1, R^2, R^3 and R^4 is a radical comprising 8 to 30 carbon atoms;

X^- is an anion chosen from halides, phosphates, acetates, lactates and alkyl sulphates;

(ii)$_2$ - imidazolium salts of the following formula (VI):



(VI)

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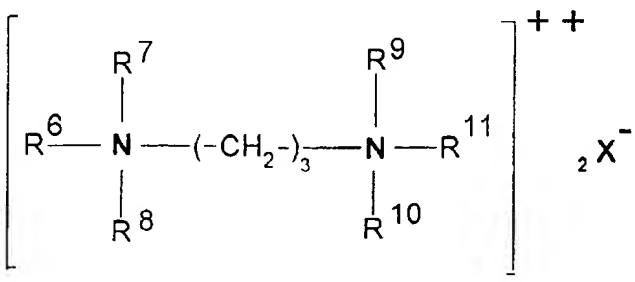
in which

R^5 is chosen from alkenyl radicals and alkyl radicals, said alkenyl radicals and alkyl radicals comprising 13 to 31 carbon atoms and being derived from tallow fatty acids;

a9 cont

(ii)$_3$ - quaternary diammonium salts of the following formula (VII):



(VII)

in which

R^6 is an aliphatic radical comprising 16 to 30 carbon atoms,

R^7, R^8, R^9, R^{10} and R^{11} are chosen from hydrogen or an alkyl radical comprising 1 to 4 carbon atoms, and X^- is an anion chosen from halides, acetates, phosphates and sulphates.

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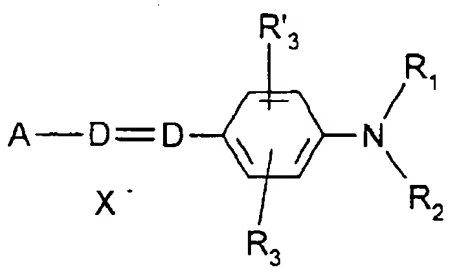
74. A multicompartment dyeing kit wherein a first compartment contains a first composition and a second compartment contains a second composition,

wherein said first composition comprises, in a medium suitable for dyeing:

at least one cationic direct dye chosen from:

a) cationic direct dyes of formula (I):



(I)

in which:

D is a nitrogen atom or a -CH group,

R_1 and R_2, which are identical or different, are chosen from a hydrogen atom; a C_1-C_4 alkyl radical which is unsubstituted or substituted with a -CN, -OH or $-NH_2$ radical or form with each other or a carbon atom of the benzene ring a heterocycle optionally containing at least one of oxygen and nitrogen and which is unsubstituted or substituted with at least one C_1-C_4 alkyl radical; and a 4'-aminophenyl radical,

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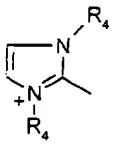
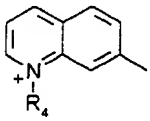
R_3 and R'_3, which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a cyano radical; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and an acetyloxy radical,

X^- is an anion,

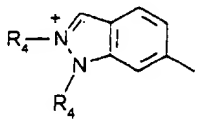
A is a group chosen from the following structures A_1 to A_{19}:



A_1



A_2



A_3

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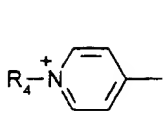
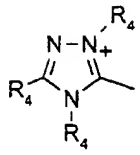
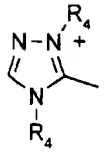
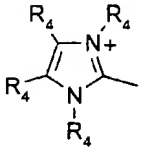
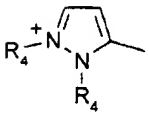
a9 Cont

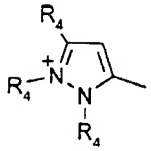

A_4

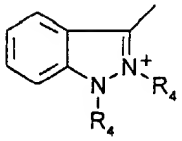

A_5

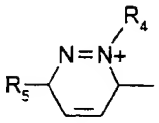

A_6

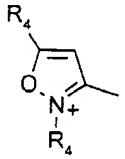

A_7

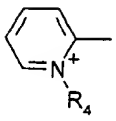

A_8

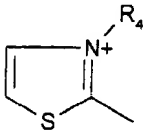

A_9

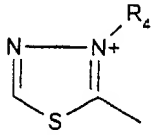

A_{10}

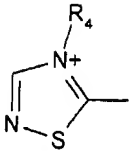

A_{11}

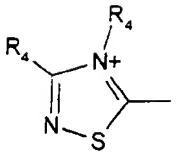

A_{12}

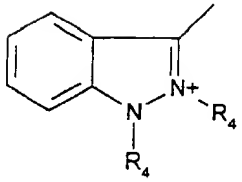

A_{13}


A_{14}


A_{15}


A_{16}


A_{17}


A_{18}

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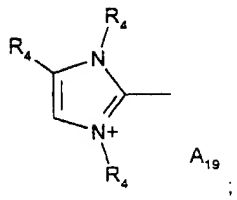
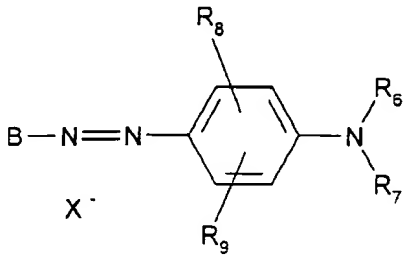
and



in which R_4 is a C_1-C_4 alkyl radical which is unsubstituted or substituted with a hydroxyl radical and R_5 is a C_1-C_4 alkoxy radical,

with the proviso that when D represents -CH, A is A_4 or A_{13} and R_3 is different from an alkoxy radical, then R_1 and R_2 are not simultaneously hydrogen atoms;

b) cationic direct dyes of formula (II):



(II)

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in which:

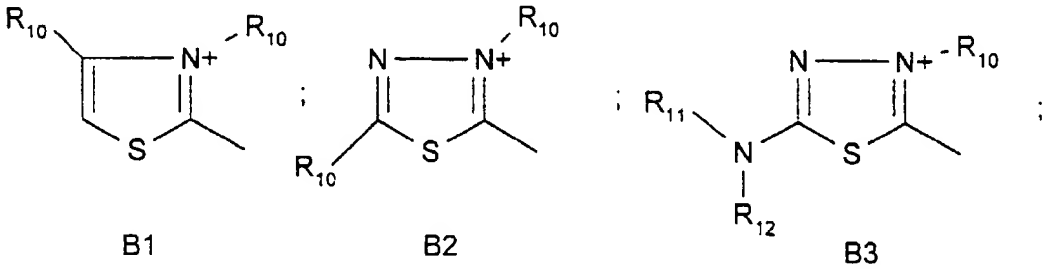
R_6 is a hydrogen atom or a C_1-C_4 alkyl radical,

R_7 is chosen from a hydrogen atom; an alkyl radical which is unsubstituted or substituted with a -CN radical or with an amino group; and a 4'-aminophenyl radical, or forms with R_6 a heterocycle optionally containing at least one of oxygen and nitrogen and which is unsubstituted or substituted with a C_1-C_4 alkyl radical,

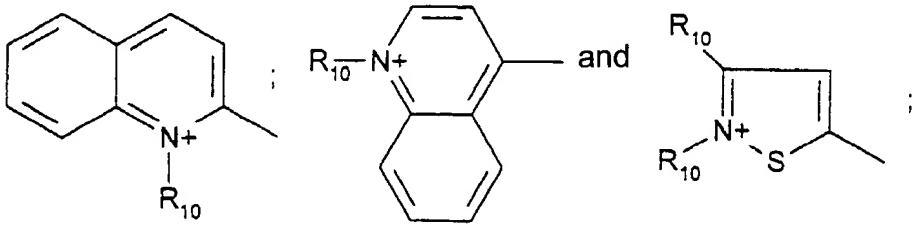
R_8 and R_9 , which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from bromine, chlorine, fluorine, and iodine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and a -CN radical,

X^- is an anion,

B represents a group chosen from the following structures B1 to B6:



B1 B2 B3



B4 B5 B6

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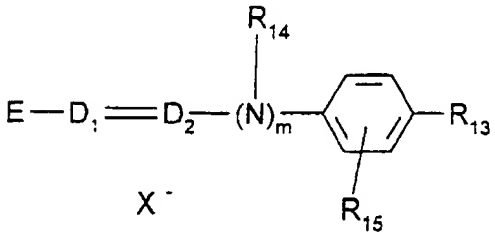
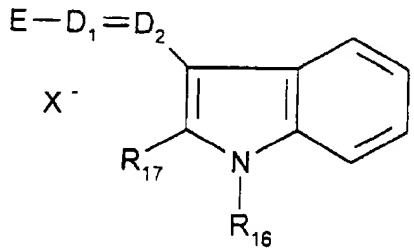
in which R_{10} is a C_1-C_4 alkyl radical, R_{11} and R_{12}, which are identical or different, are a hydrogen atom or a C_1-C_4 alkyl radical;

c) cationic direct dyes of the following formula (III) and formula (III'):



(III)



(III')

in which:

R_{13} is chosen from a hydrogen atom, a C_1-C_4 alkoxy radical, a halogen atom chosen from bromine, chlorine, fluorine, and iodine; and an amino radical,

R_{14} is a hydrogen atom, a C_1-C_4 alkyl radical or forms with a carbon atom of the benzene ring a heterocycle which is optionally oxygen-containing and is unsubstituted or substituted with at least one C_1-C_4 alkyl group,

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R_{15} is a hydrogen or halogen atom chosen from bromine, chlorine, fluorine, and iodine,

R_{16} and R_{17}, which are identical or different, are a hydrogen atom or a C_1-C_4 alkyl radical,

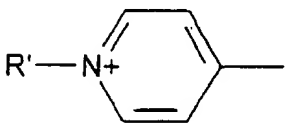
D_1 and D_2, which are identical or different, are a nitrogen atom or a -CH group,

m = 0 or 1,

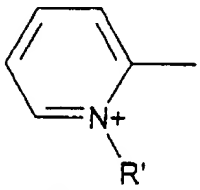
with the proviso that when R_{13} is an unsubstituted amino group, then D_1 and D_2 simultaneously are -CH groups and m = 0,

X^- is an anion,

E is a group chosen from the following structures E1 to E8:



E1 ;



E2 ;

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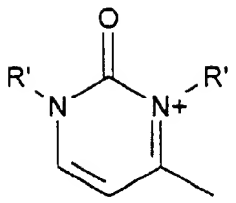
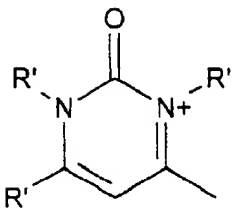
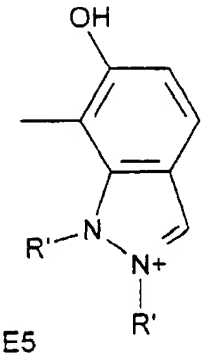


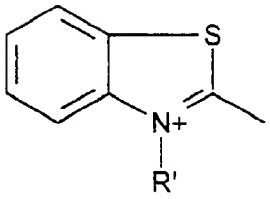
E3 ;



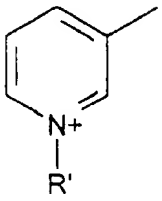
E4 ;



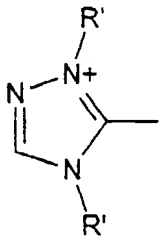
E5 ;



E6 ;



E7 and



E8 ;

in which R' is a C_1-C_4 alkyl radical;

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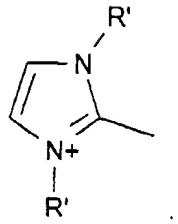
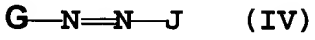
when m = 0 and D_1 is a nitrogen atom, then E may also be a group having the following structure E9:

E9 

in which R' is a C_1-C_4 alkyl radical, and

d) cationic direct dyes of formula (IV):



(IV)

in which:

the symbol G is a group chosen from the following structures G_1 to G_3:

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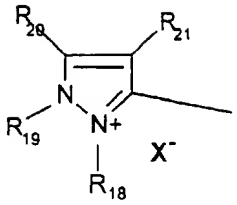
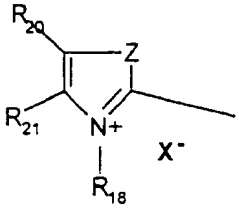
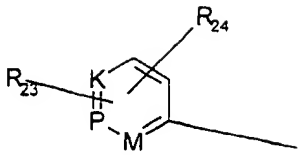


G_1



G_2



G_3

in which structures G_1 to G_3,

R_{18} is chosen from a C_1-C_4 alkyl radical; a phenyl radical which is unsubstituted or substituted with a C_1-C_4 alkyl radical or with a halogen atom chosen from chlorine, bromine, iodine and fluorine;

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R_{19} is a C_1-C_4 alkyl radical or a phenyl radical;

R_{20} and R_{21}, which are identical or different, are chosen from a C_1-C_4 alkyl radical and a phenyl radical, or form together in G_1 a benzene ring which is substituted with at least one radical chosen from C_1-C_4 alkyl, C_1-C_4 alkoxy and NO_2 radicals, or form together in G_2 a benzene ring which is optionally substituted with at least one radical chosen from C_1-C_4 alkyl, C_1-C_4 alkoxy and NO_2 radicals;

R_{20} may also be a hydrogen atom;

Z is an oxygen or sulphur atom or an $-NR_{19}$ group;

M is a group chosen from -CH; -CR wherein R is C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$;

K is a group chosen from -CH; -CR wherein R is C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$;

P is a group chosen from -CH; -CR wherein R denotes C_1-C_4 alkyl; and $-NR_{22}(X^-)_r$ where r is zero or 1;

R_{22} is chosen from an O^- atom, a C_1-C_4 alkoxy radical and a C_1-C_4 alkyl radical;

R_{23} and R_{24}, which are identical or different, are chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and an $-NO_2$ radical;

X^- is an anion;

wherein J is chosen from:

-(a) a group having the following structure J_1:

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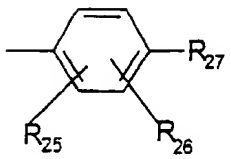

J_1

A9 Cont

in which structure J_1,

R_{25} is chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; a C_1-C_4 alkoxy radical; and a radical chosen from -OH, -NO_2, -NHR_{28}, -$NR_{29}R_{30}$, and -NHCO(C_1-C_4alkyl), or forms with R_{26} a 5- or 6-membered ring optionally containing at least one heteroatom chosen from nitrogen, oxygen and sulphur;

R_{26} is chosen from a hydrogen atom; a halogen atom chosen from chlorine, bromine, iodine and fluorine; a C_1-C_4 alkyl radical; and a C_1-C_4 alkoxy radical, or forms with R_{27} or R_{28} a 5- or 6-membered ring optionally containing at least one heteroatom chosen from nitrogen, oxygen or sulphur;

R_{27} is chosen from a hydrogen atom, an -OH radical, an -NHR_{28} radical, and an -$NR_{29}R_{30}$ radical;

R_{28} is chosen from a hydrogen atom, a C_1-C_4 alkyl radical, a C_1-C_4 monohydroxyalkyl radical, a C_2-C_4 polyhydroxyalkyl radical, and a phenyl radical;

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R_{29} and R_{30}, which are identical or different, are chosen from a C_1-C_4 alkyl radical, a C_1-C_4 monohydroxyalkyl radical, and a C_2-C_4 polyhydroxyalkyl radical; and

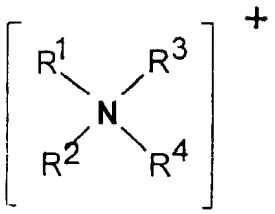
-(b) a 5- or 6- membered nitrogen-containing heterocycle group which optionally contains additional heteroatoms, carbonyl-containing groups, or a mixture of additional heteroatoms and carbonyl-containing groups and which is unsubstituted or substituted with at least one radical chosen from C_1-C_4 alkyl, amino and phenyl radicals, and

A9 cont

wherein said second composition comprises, in a medium suitable for dyeing, at least one oxidizing agent; and

wherein either said first composition or said second composition further comprises at least one quaternary ammonium salt chosen from:

(ii)$_1$ - quaternary ammonium salts of the following formula (V):



(V)

in which

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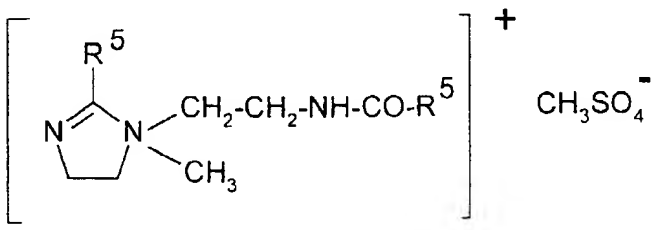
the radicals R^1 R^2, R^3, and R^4, which are identical or different, are chosen from a saturated or unsaturated, linear or branched, aliphatic hydrocarbon radical comprising 1 to 30 carbon atoms; and a radical chosen from alkoxy, alkoxycarbonylalkyl, polyoxyalkylene, alkylamido, alkylamidoalkyl, hydroxyalkyl, aromatic, aryl and alkylaryl radicals comprising 12 to 30 carbon atoms, wherein at least one radical among R^1, R^2, R^3 and R^4 is a radical comprising 8 to 30 carbon atoms;

X^- is an anion chosen from halides, phosphates, acetates, lactates and alkyl sulphates;

(ii)$_2$ - imidazolium salts of the following formula (VI):



(VI)

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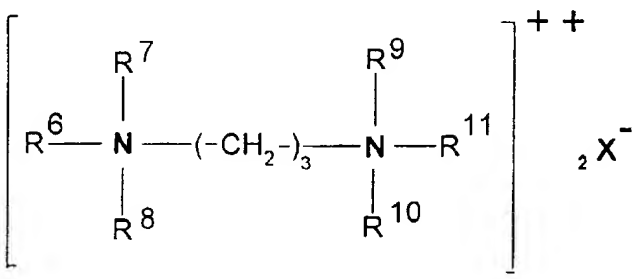
in which

R^5 is chosen from alkenyl radicals and alkyl radicals, said alkenyl radicals and alkyl radicals comprising 13 to 31 carbon atoms and being derived from tallow fatty acids;

(ii)$_3$ - quaternary diammonium salts of the following formula (VII):



(VII)

in which

R^6 is an aliphatic radical comprising 16 to 30 carbon atoms,

R^7, R^8, R^9, R^{10} and R^{11} are chosen from hydrogen or an alkyl radical comprising 1 to 4 carbon atoms, and X^- is an anion chosen from halides, acetates, phosphates and sulphates.

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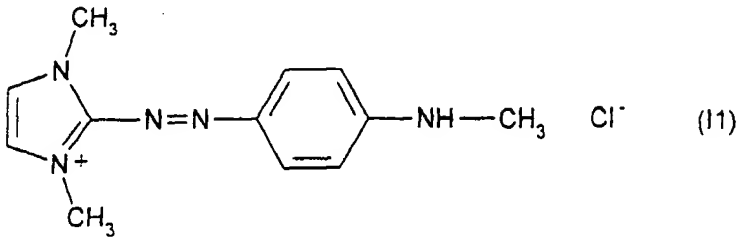
75. A composition for dyeing keratinous fibers, comprising a cationic direct dye of structure (I1):



(I1)

and oleocetyldimethylhydroxyethylammonium chloride.

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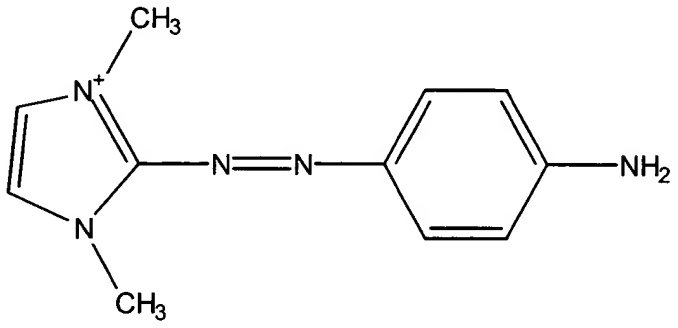
76. A composition for dyeing keratinous fibers, comprising:

a cationic direct dye of structure (I14):

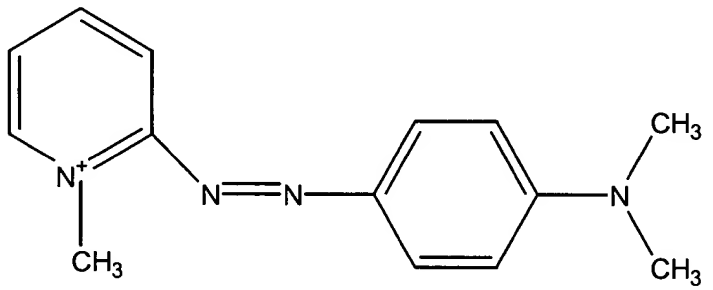


(I14)

and behenyltrimethylammonium chloride.

77. A composition for dyeing keratinous fibers, comprising:

a cationic direct dye of structure $(IV)_{27}$:



$(IV)_{27}$

$CH_3SO_4^-$

and cetyltrimethylammonium chloride.--

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